

PRINTERS' INK

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NEW YORK, AUGUST 8, 1918

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Raynster

Wherever the sun shines there is to be found some activity of the United States Rubber Company.

This leads us to suggest that wherever the rain falls there is worn some article of waterproof clothing made by this earth-encircling Rubber System.

RAYNSTER is the name of the Company's strong-selling, highly-approved weatherproof coats for all purposes and for all people.

There doubtless are other good raincoats besides RAYNSTERS, but like old Dog Tray they had fallen into bad company, and the public has had scant protection in buying those articles. Along came RAYNSTERS provided with a label that proclaimed their parentage and people said "Heigh-ho! Backed by the world's largest rubber manufacturer! Guess that's good enough for me."

Never has a product been made with more care and marketed with more sincerity than RAYNSTERS. We know, because we helped put the name across.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



Standard Farm Papers

OF

Known Value

—represent reader confidence
and sales acceptance in
more than one million better-
than-average farm homes.

Sell a Standard Farm Paper
Subscriber and you sell his
neighbors too.

The Standard Farm Papers are:

The Ohio Farmer
Established 1848
The Michigan Farmer
Established 1843
Prairie Farmer, Chicago
Established 1841
Pennsylvania Farmer
Established 1880
The Breeder's Gazette
Established 1881
Hoard's Dairyman
Established 1870

The Wisconsin Agriculturist
Established 1877
Pacific Rural Press
Established 1870
The Farmer, St. Paul
Established 1882
Wallaces' Farmer
Established 1895
Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CIV

NEW YORK, AUGUST 8, 1918

No. 6

What British Advertisers Have Learned in War Time

Lessons Which Will Be of the Utmost Value to American Business Men—
Why Advertising Is Maintained at Full Pressure in England, Even If There Are No Goods to Sell

By Bruce Bliven

STEP by step, America is going through the same experiences, confronting the same difficulties, which were met—and in most cases, overcome—by Great Britain in 1914, '15 and '16. It is amazing to note, in a score of ways, the similarity of our problems of to-day to those which Great Britain struggled with when her war-organization was at the same point we have reached.

For that reason, American business men who are troubled about the future—and in particular those who have to do with advertised business, which is so nearly identical in both countries, can hardly do better than to study with the closest attention Great Britain's experience. By judging them in that light, we can get a far clearer perspective on some of our own problems; and the clearer the perspective, it is interesting to note, the less important many of them will appear.

It would be difficult to conceive of a more encouraging message than that brought to American business men by Val Fisher, of London, who, after serving in the British Navy since 1915, arrived in the United States recently on a mission for the British Ministry of Information, the details of which I am not at liberty to discuss here. Mr. Fisher is director of the *Advertising World*, a member of the London Chamber of Commerce and of the American Chamber of Commerce in London, and pecu-

liarily fitted by his extensive business experience, to judge of conditions as they exist with the opening of the fifth year of war.

"There is nothing whatever in British experience to justify a feeling of apprehension on the part of American business men at this or any other stage of the war," Mr. Fisher declared. "The business history of the past four years proves conclusively that the business man who forges ahead with all sails set reaps the reward and achieves the success which his confidence deserves; while the man who hesitates, or retracts, is the one to feel the pinch of 'war times.'

"A saying which would epitomize the feelings of English business men about the war is the famous one, 'I am an old man, and have had many troubles, and most of them never happened,'" Mr. Fisher declares. "Time after time, our business men have seen storm clouds piling up on the horizon, but almost always the threatened storm has either never burst at all, or has been much milder than we had any reason to suppose it would be. In spite of everything, business continues to hold up amazingly. Retail business throughout the country is better than it ever was before; and manufacturers, while they are under severe handicaps of restriction, do not have to worry over selling whatever goods can be made.

"Even if the war went on for

ten years American business could never be as badly off as British business is. No matter how long the war continues, you will always be 3,000 miles from the battle-front; you will not be dependent on ocean shipping for your food, for paper, or for the other things which, in England, are now rationed because of short supply. When Great Britain came into the war we had no precedent to guide us; while you in America need only to study our experience and be guided accordingly. Under the circumstances, I fail to see how any American who is an American, can permit a feeling of apprehension over the future to cause him to retrench, or needlessly curtail his activities at this time.

"I don't mean, of course, that anyone should fail to comply with all Governmental regulations of every sort. These, as we all know, must be followed to the letter, no matter how much the individual may suffer. But even when the Government has had its way to the utmost, there is still plenty of business in sight for the man who has the courage to go out after it.

"As to advertising—practically every business in England which advertised before the war is advertising to-day—provided only that it has money to pay its bills. It's not a question of 'Have we anything to sell to-day?' but of 'Have we anything to sell after the close of the war?' If so, the advertising goes on."

The paper shortage, naturally, has hit the periodicals and advertisers a severe blow; but while it has hampered, it has not discouraged either one.

"Imports of paper and pulp are restricted to 16 per cent of pre-war requirements," Mr. Fisher said. "Then there is an additional 'unrationed supply' from which you are entitled to as much as you can get, which is generally very little. The price of news-print paper is fixed at eight cents a pound, but competition for the 'unrationed supply' is so great that twenty to twenty-two cents is frequently paid. Some of the larger newspapers keep scouts con-

stantly in the field trying to get paper for them here, there and anywhere, and in almost any amount. In order to buy this 'free' paper, publishers have to supply the papermakers with a given quantity of waste paper for every ton of new they buy.

"The size of daily papers has, of course been enormously decreased. Whereas before the war, eight, ten or twelve pages was customary, to-day the popular London dailies are practically standardized on four pages, and the early editions of the evening papers are actually down to a single sheet. The price of these papers in the old days was one cent and circulations of a million copies were common. Now the price is two cents, and of course, all returns and free copies, etc., have been abolished. Circulations have been cut down as far as possible. Readers of the *Times* are urged to make theirs a 'joint subscription' with one or more others, and the *Daily Mail* has a standing slogan, 'Share your paper with a friend.'

EFFECT ON ADVERTISING

"In this situation, advertising space is, of course, tremendously restricted. While few publications have gone so far as to eliminate it entirely, there is on an average probably not a quarter as much space available as was formerly the case, and the advertising manager of the publication, instead of seeking to sell space, must allocate it among the eager purchasers who would use five times as much as they are permitted, if they had their way.

"In general, preference is given to advertisers of essential products, and to advertising which contains a news element, such as retailers' announcements of special sales. Those who used the most space and came in most frequently before the war, are of course, given special care. Although advertising managers may have a difficult task in pleasing their customers there is remarkably little friction.

"Advertising rates are as high as ever, or higher, though there

C. W. Fuller

for many years connected with the Eastern Selling Staff of Collier's Weekly, and more recently with the American Lithographic Company, has joined the staff of the Christian Herald.

The Christian Herald

75% Circulation in Towns Under 10,000

Bible House :: :: New York

is very little attempt to take advantage of the advertisers' eagerness to get in. You must remember, however, that print paper, which before the war cost one cent and now costs, theoretically eight and actually up to twenty-one, is not the only increased cost the publisher faces. Printing costs are up at least 150 per cent; and the making of cuts—we call them 'blocks'—is probably 300 per cent more expensive."

Nobody, Mr. Fisher declares, can realize the terrific changes in the social fabric wrought by war, unless he has studied them at first hand.

"I find in America an astonishing lack of information in regard to what Britain has accomplished in the war, just as I find our own people do not at all realize what America has done and is doing," he declared. "This ignorance, however, is not so astonishing after all; it is rather to be expected. I hope that plans now being made by Lord Beaverbrook, British Minister of Information, will shortly alter both these defects.

BRITAIN'S BURDEN

"In Great Britain, one in every three males, counting in those of all ages from birth up, are fighting. The same proportion of the population in the United States would mean an army of *fifteen million* men. Over five million English women who had never worked before are now doing war work. Thousands of them are doing the most dangerous and difficult tasks cheerfully and without a murmur, as their contribution to the war. For instance, in any of the London parks on a holiday you may see groups of girls with faces, hands and hair stained a bright yellow—a stain which will be there for life—from working in the poisonous acids used in making T. N. T. We call them the canary girls!

"In the advertising profession, you will find the ranks completely stripped of able-bodied males of the fighting age, which is up to fifty-one years. Where possible, the places of these men who have

gone to war have been filled by women; but where that was impossible, you will find that help is given from the outside in a way that warms the cockles of your heart. For example, if one of two rival advertising agencies was hard hit, the other has often stepped in and helped it to 'carry on' for the duration of the war."

Prior to 1914, women were practically unheard of in executive positions in advertising work. Today there are dozens of them who are "making good" in the most emphatic fashion. Mr. Fisher told of one advertising agency in which women act as heads of practically every department. This agency, in spite of all its troubles, doubled its business last year.

The practice has been almost universal in Great Britain of holding open the places for all those who have gone to war. In addition, many firms are paying the salaries of men at the front, or are adding to their army pay enough to maintain their dependents in comfort. Every office "looks after its own" by seeing to it that erstwhile workers on its force get cheery letters full of home gossip, and plenty of them. Every office has its War Savings Association and is also collecting for war charities. Of the thousands of individual acts of generosity, sacrifice and patriotic devotion which have gone on within the thick stone walls of offices in foggy old London in the past four years, nobody will ever know; for it is the first article in the British code never to record your own good deeds, and to blush like a naughty schoolboy if you are caught doing one.

"In general, business has been far better than anybody expected," Mr. Fisher reports. "Among the retailers throughout the nation it has been almost unbelievably good, and particularly so for those who never lost confidence but continued at 'full steam ahead' throughout even the darkest days. Thus H. Gordon Selfridge, who never for a day curtailed his advertising, has seen his profits go skyrocketing upward. In 1914-15,

(Continued on page 110)

Real Small Town Circulation

When a publication offers you "*real* small town circulation" analyze just what they mean by "small town." To a New Yorker a city of 100,000 would probably seem a small town.

Probably the largest "small town" Woman's publication in the Country claims only approximately 58% of its circulation in towns under 5,000 and approximately 76% in towns under 25,000.

The American Woman has 71% of its circulation in towns under 5,000, and 86% in towns under 25,000. The bulk of this circulation is concentrated in the Eastern and Middle Western States.

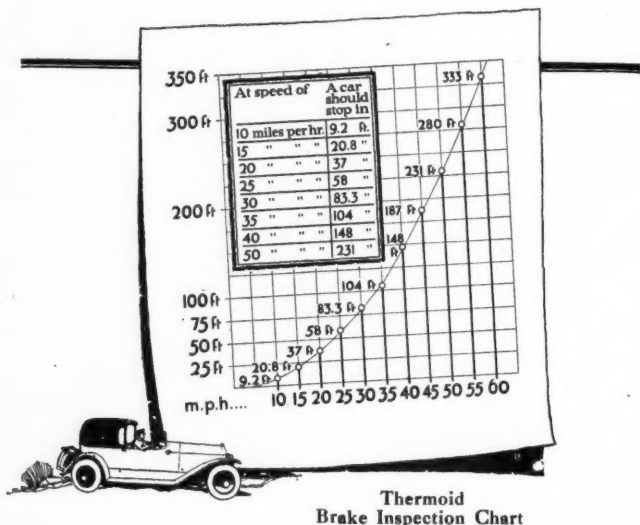
Few, if any, women's publications can show figures equalling this concentrated small town distribution of circulation.

THE AMERICAN WOMAN Circulation 500,000 Guaranteed

Applicant for Membership in A. B. C.

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York



Thermoid
Brake Inspection Chart

Will your car do this?

YOU wouldn't ride in an elevator, if you knew that it hadn't been inspected. The State has relieved you of the necessity of finding this out for yourself, for the State inspects all elevators and has seen to it, so far as careful inspection can, that elevator riding is safe.

Unquestionably, the time is not far distant when motorists will be compelled by law to have their brakes inspected at regular, stated intervals.

The Thermoid Rubber Company has not waited for such a law before acting. Since the beginning of the year, in all of its advertising, the Thermoid Rubber Company has been publishing a scientific chart which shows just how many feet, under average conditions, it should take to stop your car. All of the calculations

The chart above shows just how many feet, under average conditions, it should take to stop your car going at any given speed from 10 to 60 miles an hour

in this chart have been tested by the engineers of the
Pierce-Arrow and of the other leading cars.

This is an interesting instance where a manufacturer, by his progressive work, will be the instrument of putting a much needed law on the statute books sooner than it otherwise would.

Licenses registered show that there are 5,003,182 motor vehicles in use in the United States to-day. The interest of the public is second only to the interest of the drivers and passengers in insuring the safe working of the brakes of each and every one of these cars. The efforts of the Thermoid Rubber Company to convince people of the necessity of such insurance are, of course, based largely upon motives of gain, but they make inevitably nevertheless for public good.

Such work is but typical of what advertising can perform and is performing to-day.

J WALTER THOMPSON COMPANY
New York

Chicago • Boston • Detroit • Cincinnati

The most watchful driving is of no avail unless your brakes obey instantly. One of a series of advertisements on Thermoid Brake Lining showing the Brake Inspection Chart



**If this happened to you
would your brakes hold?**
Failure even once may cause disaster

[illegible][illegible]

Dairymen Advertise Bulk Cheese Successfully

Competing Cheese Factories in a Rich Section of Oregon See Their Opportunity to Stabilize Their Product

TILLAMOOK is one of the Pacific Coast counties of Oregon. At one time it was a big forest. As parts of the land were logged off, settlers came in. They did the most natural thing to do in that kind of a country—they started raising cows.

Tillamook County is wonderfully adapted to milk production. There is enough rainfall and the rainfall is so evenly distributed that cows have green, outdoor pasture the year round. It rarely gets even mildly hot and it rarely gets even reasonably cold.

It was not long until in even the small portion of logged-off land there were more cows than needed to supply local markets, so groups of farmers and dairymen began building little cheese factories and making the extremely delicious Tillamook cheese.

A little over a year ago, the situation which confronted the Tillamook people was this—they had twenty-four cheese factories, scattered over the county. The market for the product was mainly along the Pacific Coast, with a little business being developed east of the Rocky Mountains, as production warranted.

But cheese was cheese, and Tillamook cheese meant nothing to the housewife of Los Angeles or San Francisco or Portland or Seattle, while if the housewife happened to be from an Eastern section, cheese made in the East was given the preference.

Jobbers and commission merchants set the price and Tillamook cheese was generally placed about a cent or two below Eastern cheese for no real reason other than because it was supposed to be worth a little less because it had not stood the freight charge on Eastern cheese and also, as one man explained, because the Tillamook people did not have to

buy or bother with hay, since they had plenty of green feed. And so because the cows in Tillamook County had rich, green grass the year round, the cheese coming from Tillamook County had to pay a penalty, as it were.

To the manager of one of these small individual cheese factories came the idea of getting the group of factories together and working out the problem of increasing production and a trailing price.

The standard cheese made in Tillamook County is bulk cheese, that is, large cakes which are cut up by the grocer in pounds or fractions. And no cheese of that kind had ever before been trademarked. An advertising agency heard of the problem and went to work to develop an account. This agency was Botsford, Constantine & Tyler, and one of its men worked out a simple device whereby the name Tillamook is indelibly stamped with vegetable ink at close intervals all around the outer edge of the cheese. In this way, the grocer, cutting off a little slice, would send it out with the brand plainly shown to the housewife.

With the problem of branding the individual pieces nicely solved the twenty-four cheese factories, now merged into the Tillamook County Creamery Association, were ready for business.

Los Angeles had long proven to be a good cheese market and Los Angeles at that time was using about one-third of the production of Tillamook cheese. So to Los Angeles the cheesemakers went with their first advertising campaign.

The plan was not so much to create more business as it was to stabilize Tillamook cheese—to make it the standard of quality and to enable the Tillamook cheesemakers to be reasonably sure of being able to set a uni-



GETTING the first news about the liveliest movies isn't any harder than picking out the right shoes or anything else a fellow needs.

Folks were chinning after supper the other night about the movies and I told them some things about the new pictures. Sissy Lou is a high top expert on the sob stuff. She'd rather see a real melodrama than go to Frisbies for lunch.

So, when I gave them some new picture facts, Sissy wanted to know where I got all my information, quite indignant that I should know so much. Certainly made a hit with Dad. He nudged Mother and she grinned too.

Finally, I up and told Sissy Lou that if she wanted to keep

well ahead on movies to be on the lookout for the big page announcements in *The American Boy*. Billy, she said kind of peeved, you seem to think *The American Boy* has more information in it than the encyclopedia!

Well, put in Dad, it's a fact Lou, that if you're after anything up to date, I commend you to *The American Boy*. It has won me. Look at the good things Billy has found through it!

Guess Sissy will be reading *The American Boy* now, too. Dad says he's learning something real and useful every month since he became a "regular fellow."

Billy Byer.

To be continued in the Aug. 22 issue of *Printers' Ink*.

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."



500,000 boys read *The American Boy*. They or their parents pay \$1.50 a year for it—buying power! They average 15½ to 16 years old—buying age! They have much to say about family purchases—buying influence! *The American Boy* goes into 225,000 of the best homes in America—leadership! "Where there's a boy there's a family." Member A. B. C.

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHEY, Manager
306 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHERN, Jr., Manager
1018 Lytton Building
CHICAGO, ILLINOIS

form and fair price, not subject to the whims and fancies of commission men who could raise or lower the price just as their local market conditions seemed to warrant.

The campaign started with a six-page feature section in one paper, giving the history of Tillamook County, and a sketch of the development of the cheese industry, with an article on the many uses of Tillamook cheese. This was aimed chiefly at retailers. Then followed the series of newspaper advertisements, and Tillamook cheese "got across" in Los Angeles.

The big thing which the Tillamook people wanted to achieve, they achieved; that is, they were able to set a reasonable price and maintain it, without hindrance from local men who wanted to control the cheese market. Tillamook cheese established itself as a factor on the market, and from "just cheese," became Tillamook cheese.

The output in the year just closed was something over 4,700,000 pounds, bringing into Tillamook County something over \$1,100,000.

As fast as more land is being logged off, more cows are being put on and the production is increasing. Rough estimates would indicate that Tillamook County can produce ten times as much cheese as at present, and intensive production methods will no doubt increase this figure. The cheese men are now making their plans to widen their advertising area, taking in other leading centres of the Pacific Coast and then gradually spreading out.

They have a thoroughly good product which they can turn out at competitive prices. Feed is cheap and climatic conditions for the cows are unsurpassed. The individual dairymen and the many community creamery associations are working in splendid harmony and with a full realization of the value of co-operation in producing and marketing.

The co-operation of the State Agricultural College is a splendid

asset. Many of the newer generation of dairymen and cheesemakers are graduates of one or other of the agricultural colleges of the Western States. They are not merely dairymen but keen students of selling and advertising methods and, through their association's secretary and manager, are taking full advantage of the most approved methods of doing business.

Simpson Secretary of Dooley-Brennan Co.

John A. Simpson, for several years vice-president of the H. E. Reisman Advertising Company, Chicago, joined the Dooley-Brennan Co., of the same city, on August 1. He has been elected secretary of the Dooley-Brennan Co.

While with the Reisman company he handled railroad publicity work during the time of the eight-hour-day controversy and other matters for the Railroads War Board.

"Collier's" to Change Page Size

Beginning with the September 7, 1918, issue, *Collier's* will change its page size from 756 lines to 680 lines. The new full-page size is 9 $\frac{3}{4}$ inches by 12 $\frac{3}{4}$ inches.

This action, it is announced, is to meet the trend for a standardization of size, to facilitate the interchange of copy in leading mediums.

Trade Commission Hits Premium Deal

The Federal Trade Commission in an order handed down last week directs the Chicago Flexible Shaft Company to discontinue awarding premiums to its customers on the condition that the latter do not handle such machinery made by competing manufacturers.

Motor Car Inventor Killed

Francis E. Stanley, one of the two inventors of the Stanley steam motor carriage, died last Thursday, August 1. He was killed while riding in one of his machines, which overturned.

Joins Linotype Company

Edward O'Fallon, Jr., has joined the advertising department of the Mergenthaler Linotype Company, New York. He was formerly with the D'Arcy Advertising Company, St. Louis.

Hanford Joins Seaman

Jack Hanford, formerly with the Vacuum Oil Company, New York, has taken a position with Frank Seaman, Inc., advertising agency, New York.

Hang Out Your Sign

The best advertising that any retail merchant in any town can do to influence trade in his immediate locality is to hang out his sign over his shop door.

Poster-advertising enables him to hang out his sign in every section of his city, thus reaching every possible customer.

The National advertiser with a general distribution of his goods, who uses Posters, accomplishes similar results multiplied by the number of retail stores in which his goods are on sale. And he buys his publicity for \$1 to \$1.50 per month per 1000 population.

Simple enough. Let us show you how it can be done.

IVAN · B · NORDHEM CO ·

*Poster Advertising in the
United States and Canada*

8 West 40th Street - New York City

OFFICES

Pittsburgh
Cleveland

Chicago
Buffalo

Minneapolis
Kansas City

Collier's

NATIONAL WEEKLY

5 cents a copy
July 27, 1918

COLLIER'S WEEKLY 3

How a Great Company Protects You Against Higher Prices for a Standard Product

By Burton Wynne

How, after two decades of selling at \$100, the price of the Oliver Typewriter, latest model, was reduced to \$49. How hundreds of thousands of dollars were saved for the public. If war-time economics and efficiencies interest you, this account claims your attention.

This is the story—simply told—of a new idea, how it was conceived, how it was executed.

It tells how The Oliver Typewriter Company reversed an increase in its price to \$110 or \$125—how this reversal marked a revolutionary step in selling, and a distinct achievement in business annals.

Heralding Lower Prices

It heralds lower prices, instead of higher. And an unusual saving. It tells how economies were attained. And how you profit.

It is about the \$100 Oliver, which, with the Declaration of War, was reduced to \$49.

What other article do you know that is now half price?

New Thrift Ideas

The \$49 Oliver is not a substitute, nor a cheaper, war-time model. It is the identical \$100 machine, with the same materials and the same precise workmanship.

It is a machine such as all would expect to see in price, considering the tendencies of the times, the higher cost of metals and labor.

Here is how the price was cut in two. The \$51 which you now save used to go towards selling you a typewriter. This extravagance is no longer necessary.

There are no longer 15,000 Oliver salesmen and agents. Nor costly branch houses in 51 cities. In dozens of daring ways the Oliver executives gain new economies. Every selling waste is labor.

This is the new-day way of distribution. Only the sales plan is changed. Not the machine. You get a brand new Oliver, latest model, yet save \$51. All by avoiding wasteful ways.

All the further details are told, all the facts exposed in an amazing document entitled "The Half-Cent of Typewriters—The Reason and the Remedy," which the coupon below brings.

Was \$100 Now \$49



Half Price in Double Price Times

The Plan Today

The new Oliver Plan has been a great success. The Oliver goes direct from the makers to you. You are your own salesman and thus save \$51.

Here is the idea. Note its simplicity. You mail the coupon and the Oliver comes for Five Days' Free Trial. No money down.

If you keep it, pay at the rate of \$1 per month. If you return it, even the transportation charges are refunded.

NOTE—We begin to be able to guarantee the \$49 price. But if the cost of labor and materials continues to go up, we may be forced to increase our price. We do not desire. But we adhere to our plan now to certain of giving you Oliver Now at \$49.

\$2,000,000 Guarantee

Remember, a \$2,000,000 concern guarantees this \$49 Oliver to be the identical \$100 Oliver—not the slightest change has taken place. It is the No. 9, the latest and best Oliver, used by many of the greatest businesses.

The Oliver has a standard keyboard, so that all may turn to it and use it without the slightest hesitation. It is easy to operate and famed for fine workmanship and durability.

Over 600,000 Olivers have been sold.

Save \$51 This Easy Way

At any price, you cannot buy a finer typewriter than The Oliver. If any machine should cost \$100, it is this splendid No. 9.

At \$49, you save \$51 without the slightest sacrifice. In fact, you get the utmost for your money.

And you are encouraging a great movement. You are recognizing and practicing the fundamental principles of Thrift and Efficiency.

Cut out the coupon now and send for either The Oliver or for further information.

Coupon No. 92-185

The Oliver Typewriter Company

1024 Oliver Typewriter Bldg., Chicago, Ill.
NOTE CAREFULLY—This coupon will bring you either the Oliver Now for five trial or further information. Oliver readily, which you wish.

THE OLIVER TYPEWRITER COMPANY
1024 Oliver Typewriter Bldg., Chicago, Ill.

☐ Send me a new Oliver Now for five trial—free of charge. I will pay \$1 per month for it. If I do not wish to keep it, I will return it to you within five days. I will not be bound by this coupon if I do not wish to keep it. I will not be bound by this coupon if I do not wish to keep it. I will not be bound by this coupon if I do not wish to keep it.

☐ Send me a new Oliver Now for five trial—free of charge. I will pay \$1 per month for it. If I do not wish to keep it, I will return it to you within five days. I will not be bound by this coupon if I do not wish to keep it. I will not be bound by this coupon if I do not wish to keep it. I will not be bound by this coupon if I do not wish to keep it.

Name _____
Street Address _____
City _____ State _____

Bought and Used By
United States Steel Corporation
Morgan Guaranty Trust Co.
Baker & Co. of Wash.
Pittsburgh Courier
Columbia Graphical Co.
Baltimore News Company
Naval Club & Boat Co.
New York Edison Co.
New York Herald Tribune
Hart, Schaffner & Martin
International Business
American Bridge Company
The Evening Company
Detroit March Company
Fox River Bridge Corporation
Bos. Trust of America
Cotton Bureau of Wash. Co.
Chicago Elevated Railway
And over 50,000 others.

more than a million Every Week

Oliver Typewriter in Collier's

One of the notable advertising successes of the past year-and-a-half is that of *The Oliver Typewriter Company*.

Says Mr. Gilbert, the Assistant to the President:

"Since we put out the announcement on March 1st a year ago . . . we have been flooded with orders, we have found it necessary to build additional factories, and to increase our output over 300 per cent, and we are still thousands of machines behind in our orders."

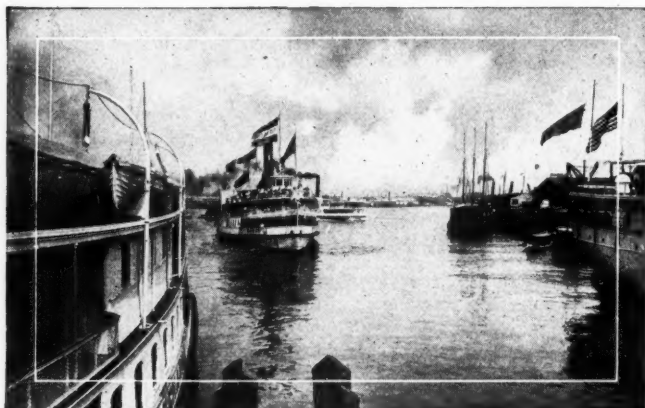
In this splendid advertising success a comprehensive list of national mediums was used, and none more generously than—

Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

MORE than ⁵² Million Every ^{year} ~~week~~

Baltimore—A Busy Port



View of Baltimore Harbor, Showing Passenger Steamer About to Dock

BALTIMORE harbor, with its 35-foot channel to the sea and 38 miles of wharfage front, is surrounded by an industrial activity which takes in everything from bakery products to umbrellas, including Government enterprises of vast extent. Baltimore leads America in the export of corn, oats and barley. In 1916 her free and dutiable imports amounted to \$38,941,666.00. Domestic and foreign exports totaled \$308,973,829.00, or a total business through this port of \$347,915,495.00.

Baltimore's importance as a port is second only to her importance as a market for your goods. The NEWS as a means of covering this densely populated city has many advantages: First: A circulation growth based on net paid figures for June, 1918, as compared with June, 1917, undoubtedly larger than the combined circulation gains of all other Baltimore newspapers, morning, evening and Sunday combined!

Second (and perhaps it should be first) in buying The Baltimore NEWS you get at once the cheapest rate per thousand difference circulation because, in buying The NEWS you buy circulation, not duplication. Study carefully the A. B. C. Reports of all Baltimore newspapers in order to get the full significance of this point.

For More MARYLAND BUSINESS Concentrate in

The Baltimore News

The Fastest Growing Baltimore Paper

JULY NET PAID AVERAGE CIRCULATION

1918	120,663 Daily	109,891 Sunday
1917	90,214 Daily	73,149 Sunday
Gain	30,449 Daily or 33%	36,742 Sunday or 50%

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

War Adding to Mailing Problems of Catalogue Houses

What Might Happen if the Government Placed an Embargo on the Bulk Shipment of Catalogues by Freight—How Mailing Is Handled Now

By G. A. Nichols

IS the Government going to place an embargo on the bulk shipment of mail-order catalogues by freight?

This possible ruling, hinted at in an article in *Women's Wear*, is receiving careful attention from the big Chicago mail-order houses, both wholesale and retail.

They frankly admit they would be disconcerted by such a move and they have facts and figures in support of their contention that it would be not only imposing an unnecessary hardship upon them but would be the exact opposite of beneficial to the Government.

The *Women's Wear* article stated that a Buffalo mail-order house had sent out by freight to distribution points enough advertising literature to continue its normal business for two years. This was done, it said, because of the fear of an embargo on printed advertising in bulk.

It was not stated just how the merchandise men of that house could look far enough ahead in the present unsettled condition to have any definite idea of what they were going to be able to offer for sale a year from now or two years from now. Neither was there any analysis of the price difficulties that would be encountered in advertising so far ahead.

Mail-order experts tell **PRINTERS' INK** that it is hardly likely that any house would attempt to advertise two years in advance. But the mere suggestion of such a move on the part of the Government interests them just the same. They seem to think almost anything is possible in the way of postoffice legislation these days.

Under present conditions most of the larger mail-order houses send their catalogues by freight to central distribution points. Here they are mailed at the local

zone parcel post rate, thus making a saving in postage. In most cases this distributing plan has been put in operation since the coming of parcel post. But in the case of Sears, Roebuck & Company the freight shipment plan was in force before the parcel post law was enacted.

Sears Roebuck has seventy-two catalogue warehouses situated at strategic points over the United States. To these the catalogues are shipped in bulk by the carload without being addressed. The local warehouse people then mail the catalogues to their portion of the Sears Roebuck mailing list.

This takes care of the regular mailing that is done twice a year—one for the spring and summer catalogue and the other for the fall and winter catalogue. Each distributing point is simply supplied with its quota of catalogues from which it can fill any requests that it receives.

STICKERS GO TO WAREHOUSES

Every night from the catalogue headquarters in Chicago there goes by first-class mail to each distributing point a bundle of "stickers" each containing the name and address of some person whose request for a catalogue has been received during the day. These are utilized in mailing the catalogues as on the regular list. In exceptional cases a few catalogues are mailed from Chicago to outside of the Chicago zone.

Before parcel post got on the job Sears Roebuck were not able to conserve equipment as now is the case. At present they ship sufficient bulk of catalogues to load on an average of more than 62,000 pounds to the car. Formerly the distributing arrangements called for the services of more than 900 different distribut-

ing companies. It was necessary to ship the catalogues in less than carload lots to these distributing companies, as no one company had sufficient deliveries to warrant carload shipments. At that time a catalogue could be mailed for 3,000 miles as cheaply as to the next township.

But Sears Roebuck were willing to spend some more money on their distribution system because it enabled them to get their catalogues in their customers' hands more promptly. Sears Roebuck print 8,000,000 catalogues a year—4,000,000 of each of the above seasons. Dump 4,000,000 seventeen hundred-page catalogues in one month down into a postoffice even as large as Chicago and you are surely going to start something. It would be next to impossible to send this many books out of one postoffice without clogging things up in a manner that would impose loss and delay upon practically every mailer of advertising matter.

After the coming of parcel post Sears Roebuck kept the same distribution system in effect. Then it represented for them a saving in the mailing cost as well as an increase in efficiency. But the local system of distribution was not in this case a result of parcel post as many people seem to think.

GOVERNMENT WOULD HAVE BIG TASK MOVING CATALOGUES

If the Government decides to carry all the mail-order catalogues by mail direct from the central distribution points then it simply is up to the Government to make good. One mail car, if filled clear to the brim, can hold about 6,000 of the average-sized mail-order catalogues. At this rate it would take quite a good many cars to accommodate 4,000,000 catalogues and then only one house would be taken care of.

That sort of deal of course would cost the mail-order houses more money for mailing expense. Of course they are interested in saving this. But at the same time they insist that the principal point at issue is the big strain that

would be put upon the postoffice department in moving huge numbers of catalogues and the likelihood of much loss in business through mail delay.

The circulation manager of one of the large Chicago retail mail-order houses who did not care to have his name in print, declares that the postoffice department has considerably the better of the deal under the present arrangement.

"When the old third-class rate on catalogues was in effect," this man said, "the average haul of our catalogues in the mail cars was from 600 to 800 miles. Under the present system the average haul of catalogues in mail cars is around fifty to sixty miles. The difference is that now we pay the freight and relieve congestion of the mails. Then the Government paid the freight.

"There are a whole lot of jealous people in this country who oppose anything that benefits a mail-order house even though it may benefit others at the same time. They insist upon every regulation being interpreted strictly according to the letter rather than to the spirit when mail order is in any way involved. Consequently it worries them to see Sears Roebuck and Montgomery Ward and some of the others using the mails in a common sense business way because thereby the mail-order houses may benefit a little bit financially. The warehouse system of distributing mail-order catalogues is not nearly as selfish a thing as it looks. Of course it saves the mail-order houses some money, but consider what a tremendous saving it makes for the Government in the way of preventing congestion at vital points."

The circulation manager's reference to "common sense administration of postoffice affairs" brings to mind a striking example of this very quality shown in a recent order issued by the postoffice department. This order allows Sears Roebuck to hold up certain portions of its circular mail while in transit.

The reason for this dates back

to last December. Sears Roebuck wanted to mail a quantity of circulars running away up into the millions. It wanted the circulars to reach its customers by January 1. But it wanted to do the mailing during December when the Chicago postoffice facilities were hopelessly swamped anyway.

Of course the mail-order house had the right to mail these circulars at any time it wanted to. But the postoffice authorities asked it to defer the mailing until the day after Christmas and agreed to give the circulars first place so far as the handling of advertising matter was concerned.

The result was that Sears Roebuck had about every mail car going out of Chicago for the next week. This forced the holding up of all other advertising matter going out of Chicago—something of a hardship for the other advertisers, but certainly no fault of the mail-order house.

Also it was somewhat of an injustice on the other side. It would have been an advantage to Sears Roebuck could the circulars have been delivered sooner. But the postoffice was simply powerless in the matter and held up its hands and asked for mercy.

SPECIAL MAILING ORDER GRANTED

But why did Sears want to mail this huge quantity of circulars all in a bunch? Why was not the mailing strung out over a period of weeks or months? Simply because on account of merchandising reasons it did not want the circulars to reach its customers before January 1.

The outcome of it all was that an order was issued permitting Sears Roebuck to mail out its circular matter in care of the various catalogue warehouses. It takes time to manufacture six million circulars. Hence the mailing for delivery on January 1 can begin as far back as October 1. Under the new order the house can mail out its circulars as they are printed and thus feed them into the Chicago postoffice in comparatively small quantities. Instead

of going direct to the consumers the privilege of deferring the mail while in transit enables the company to send the circulars to the catalogue distribution points. Here they are held up and remailed at the proper time so as to get into the customers' hands by January 1 or the specified time.

According to all the rules of the game somebody ought to let out a very wild and vociferous protest against this. But whom does it help? Principally and almost entirely the United States Post Office Department. Sears Roebuck saves no money in this system of mailing. The advantage it has is in making reasonably sure that the circulars do not reach its customers before they should.

While delving around in mail-order houses looking up this matter the writer had an opportunity to make some interesting comparisons of the catalogue mailing methods used by wholesale and retail catalogue houses.

SEARS ROEBUCK'S VIEW OF ITS MAIL LIST

Sears Roebuck has a mailing list of about 7,000,000 names, comprising practically one-fourth of the families in the United States.

This tremendous mailing list is kept alive and efficient through certain check-up methods which the firm has found good as a result of its long experience.

Sears Roebuck of course regards its mailing list as the most profitable thing it owns, inasmuch as it represents the thing with which it sells its goods. It proceeds on the plan that the only way to keep this valuable property up to date is to keep constantly and everlastingly working at it, throwing out names, adding new ones, correcting addresses and so on.

A mailing list, according to the construction placed upon it by Sears Roebuck and other successful mail-order houses is vastly more than a mere collection of names to which or at which advertising matter can be shot out. It must represent a list of people who actually will

buy and do buy the firm's merchandise.

Sears, Ward and all the rest are very free with their catalogues. They want everybody to have a catalogue who wants one and who will use it. Ask for a retail mail-order catalogue and you will get one in a hurry. Buy some goods and you are likely to get another in due time. Buy no goods and you have to ask again before another catalogue is sent you.

This dropping from the list is automatic. A catalogue costs money and it is a waste of money to scatter catalogues around where they are not used or not particularly wanted.

Butler Brothers use a plan much like this on the wholesale end.

When a merchant asks for one of Butler Brothers' catalogues he is sent one, but his name does not go on the main mailing list. Let him buy a bill of goods, however, and his name automatically goes on that list. Thereafter he receives as many catalogues as his purchases warrant.

When he buys his first bill of goods and his name is entered on the list it is with the supposition that he is going to be entitled to one catalogue every month. But should his purchases fall off to a certain extent his name is dropped down to a list which gets a catalogue every two months. From there the list varies down to a point where two catalogues a year are sent or none at all.

BUTLER BROS. SHIP BY FREIGHT, TOO

Butler Brothers ship their catalogues out in bulk by freight also. But their plan differs from that used by the retail mail-order houses in that all the catalogues are addressed and properly routed at the central advertising department in Chicago. Then they are sent to the firm's various sales offices to be mailed out at the parcel post zone rate.

Speaking of care used in keeping mailing lists alive, Butler Brothers certainly go the entire limit in this respect. Not only is a large clerical force kept con-

stantly busy on the mailing list cards, but a force of men is kept traveling over the country checking up on the list and seeing that the catalogue does not fall into improper hands.

Butler Brothers are sometimes imposed on, with the result that their catalogue gets into the possession of people who are not merchants. Despite the utmost care used in its distribution this thing will happen. It is the business of the traveling representatives to hunt out such instances and report them to headquarters. Then of course the offending name is removed from the list immediately.

The wholesale catalogue house apparently attaches more value to its catalogue than does the retail mail-order house. But it angles for requests much more industriously than does the retail house.

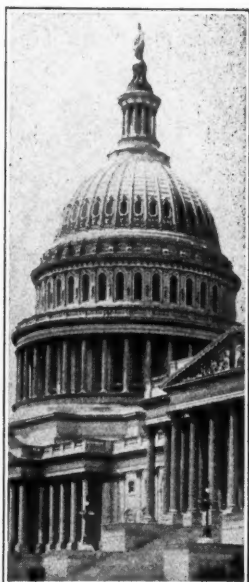
Butler Brothers make their catalogue the theme of all their trade journal advertising. The great value of that book to the merchant is kept before him constantly in these ads and in a mass of direct mail solicitations. At intervals a few sample pages are taken from a current catalogue and sent to a selected list of merchants. The pages are bound in a little pamphlet which contains some explanatory matter to the effect that here are some characteristic merchandise offerings taken from the main monthly catalogue. There is a presentation of the great benefit this catalogue can be to the retailer and then he is told that he can go on the list to receive the catalogue regularly if he buys a bill of goods from the small book sent him. He is told that if he wants to see a single copy of the big book before buying he may have one.

If he buys he goes on the list regularly as explained above. If he makes a request only he gets just one book.

Butlers will never send their catalogue to a merchant unless he asks for it or unless he buys goods. This policy accounts for the persistency with which they

(Continued on page 25)

Where the World's Business Centers



The importance on the battle lines of the department of Intelligence and Information comes very near to being paramount.

But this war is not being fought on the battle lines alone.

It is being fought wherever ships are built or coal is mined, or steel is made, or power is generated, or machinery is designed and assembled, or chemicals are created.

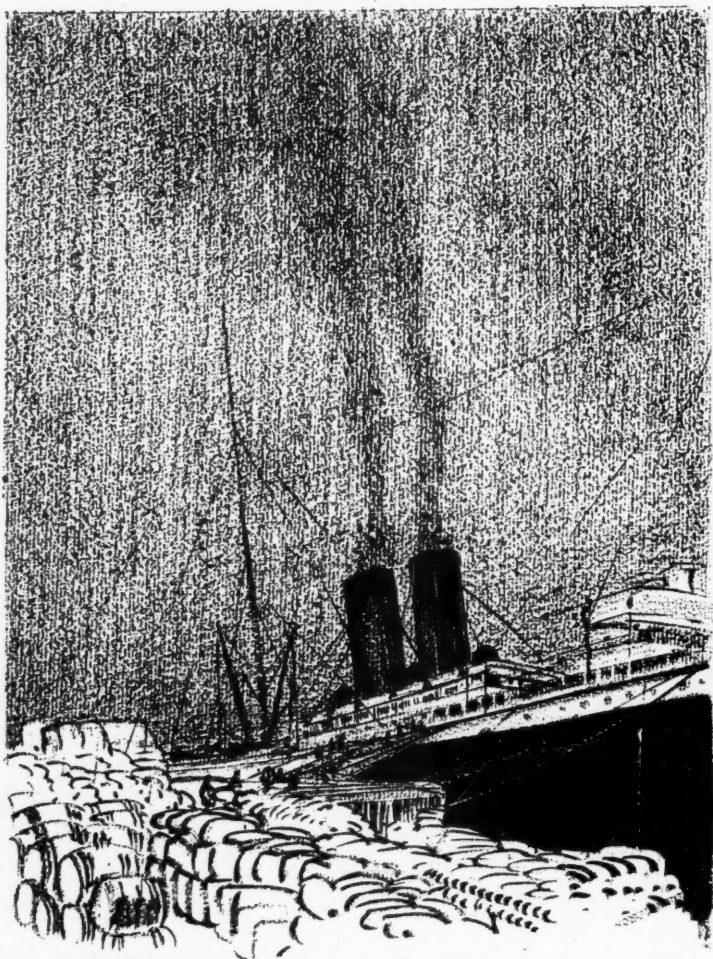
One of the first war moves of the McGraw-Hill Co., Inc., was the establishment of an office and permanent adequate organization at Washington to act as a clearing house of information, research, and assistance, for the production and engineering departments of the Government.

That office is at 1410 H Street N. W., and is rendering yeoman service between departments of the Government and between those departments and the production forces of the country.

McGraw-Hill Publications

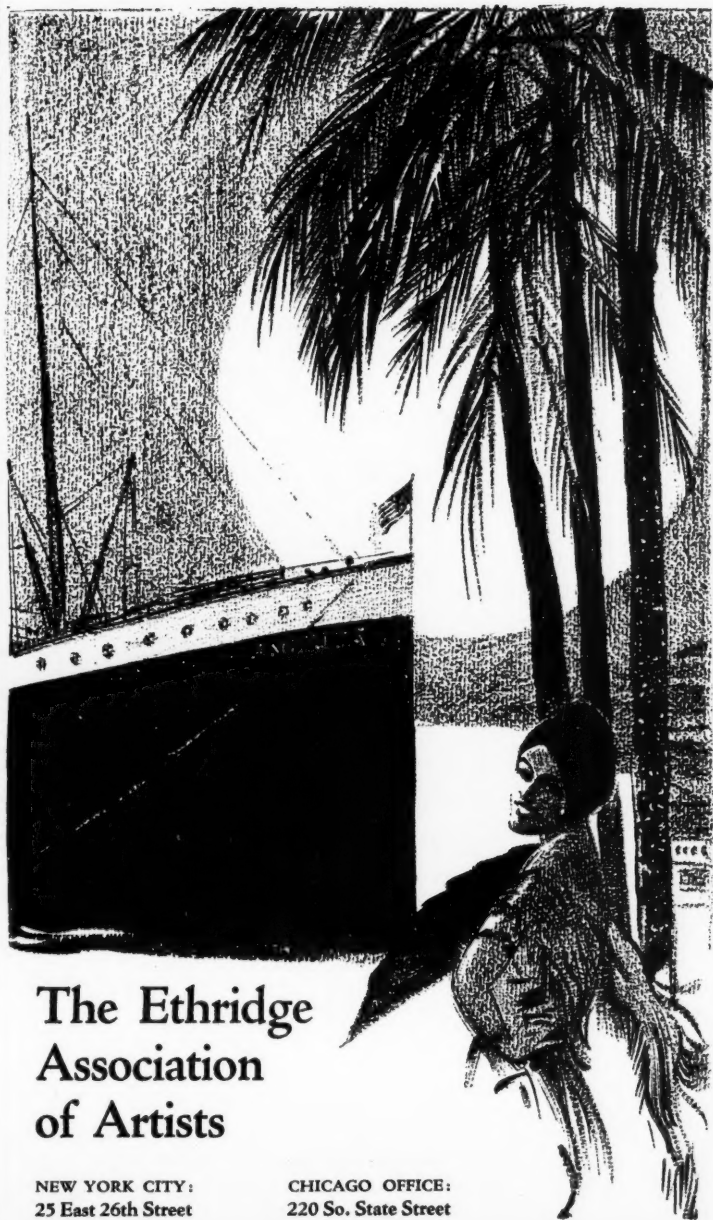
Members of Audit Bureau of Circulations

Power	Serve a Buying Power Aggregating	
Coal Age	Billions of Dollars	Electrical World
American Machinist	Annually	Electrical Merchandising
Electric Railway Journal		Engineering News-Record
Engineering & Mining Journal		Chemical & Metallurgical Engineering



"Made in America"

THIS slogan will grow to mean more than any previous symbol of Business History. In a fair field, the U. S. Manufacturer has already reached out to South American markets for trade that can be legitimately developed. All of which requires a highly specialized type of advertising—particularly as to illustration. Our studios have studied the Latin temperament and appeal in order to meet an inevitable demand.



The Ethridge Association of Artists

NEW YORK CITY:
25 East 26th Street

CHICAGO OFFICE:
220 So. State Street

Effective
in December, 1918
Issue of

THE
RED BOOK
MAGAZINE

the advertising rates
will be

Full page, 429 lines \$800
Two columns, 286 lines 565
One column, 143 lines 300
Less than one column—\$2.20 per line

Net paid guarantee
400,000 copies per issue

THE RED BOOK MAGAZINE

RALPH K. STRASSMAN
Advertising Manager

are all the time going after new customers.

The large retail mail-order house, on the other hand, does not work so hard for regular requests. Take the case of Sears Roebuck, for instance. Its printing plant operating at its utmost capacity can manufacture about 8,000,000 catalogues a year. Experience has shown that all these books will either be sent out to the regular mailing list or asked for during the year. With Sears it is more a question of producing catalogues than it is getting names.

But it must not be inferred that the Sears mailing list just "grewed" like Topsy. The fact that Sears Roebuck now gets all the catalogue requests it can possibly handle without angling for more is due to the cumulative effect of the advertising done through a long period of years.

Things did not always come so easy. In the old days the catalogue was advertised persistently. Even premium plans were resorted to in an effort to get people to study it. Persistent, constant and intelligent advertising is going to tell in time. It has told in this case.

WHEN THE SEARS CATALOGUE WAS POPULARIZED

Many catalogue experts think that one of the biggest things Sears Roebuck ever did to popularize its catalogue was to remove restrictions and let down the bars. In those same old days just spoken of Sears Roebuck worked for catalogue requests almost as hard as Butlers work now. But there were restrictions as in the case with Butlers. The catalogue was not sent just because a man asked for it. He had to give some tangible evidence of his interest in Sears Roebuck's goods. The writer well remembers that he was the envy of the other boys in the little town in which he lived because he had managed to persuade Sears Roebuck some way or other to send him a copy of the full sized catalogue. That catalogue was loaned about the

neighborhood as if it were the only newspaper in town.

But now ask for a Sears Roebuck catalogue and you get one—the real thing, too. You won't get many unless you buy goods, but you have no trouble in getting on the list.

Sears Roebuck, as said above, sends catalogues to about one-fourth of the families in this country.

According to I. S. Rosenfels, advertising manager of Sears Roebuck, the firm thinks it reasonably may expect to increase this list in time to take in one-third of the country's families.

By getting a portion of the business from one-third of the families in the country the firm thinks it can worry along in some way or other.

"Of course our business is tremendous, regarded in one way," says Mr. Rosenfels. "But when you compare it with the entire retail business of the country it does not amount to so much after all."

Advertising Wins Navy Recruits

Lieut. Wilson, in charge of the Navy recruiting station at St. Louis, told the local Advertising Club recently that the reason St. Louis is steadily sending more recruits into the Navy than any other city except New York is because of newspaper advertising. St. Louis firms donate the space. A State advertising manager, an enlisted man formerly in advertising, handles the out-of-town newspaper publicity. He mails model ads with space for "donated by" at bottom to country newspapers. Then he makes the various towns. Thousands of recruits have been thus secured.

Appointed Secretary of National Vigilance Committee

William P. Green has been appointed secretary of the National Vigilance Committee, A. A. C. of W., to succeed George M. Husser, who plans to enter Government service. Mr. Green has been associate secretary of the committee for the past year.

Cadillac Has New Advertising Manager

H. L. Bennett has resigned as advertising manager of the Cadillac Motor Car Company, Detroit. John A. Cleary, a Philadelphia newspaper man, has been appointed to succeed him.

A Wondering Visitor Writes a Letter

Something Raymon Could Not Understand

HOTEL MADRID,
NEW YORK, July 10, 1918.

MY DEAR LUIS:

Well, my good friend, I am here, in this wonderful city of New York.

All you have told me of it is quite true. It is big. It is rich. It is daring.

On my arrival, now more than a month ago, I went to the great caravansary, the name of which you had given me. There I stayed for eight days. Then I moved to this very excellent hotel. It is small, on a quiet street—a little remote, perhaps, from the centre of things. But it is quiet. Yes, and with good rooms. Then, too, the food is to my liking. You know! And I hear continually our beloved tongue. So I am content. Or rather, I would be if it were not for the presence under this roof of men who, I am sure, are here for no good purpose. Big men they are, with wide shoulders and great stomachs, wearing spectacles and talking in whispers. Always when they talk do they lean forward in their chairs, moving their hands up and down—not with excitement, you understand, but to give emphasis to the things they are saying. In the salon, where I spend much of my time, they are ever present. They come and go at all hours. They send many telegrams, they are forever busy on the telephone, they ride in motor cars.

Of their nationality there is, of course, no question. "German" is written all over them. Nor can there be any question of what they are doing. It is so evident that even I can see it. Their activity, their boldness, makes me wonder if these Americans are as smart as they think they are. I have sometimes thought that they do not yet fully realize that they are at war. And I am sure that they

do not fully realize how dangerous is the nation with which they are at war.

This afternoon—but a moment before I sat down to write you this letter—I glanced through the "Metropolitan Edition" of one of the evening newspapers. I tell you I was surprised. In the first column of the first page were the details of a very unsavory happening. It seems that more than two years ago—months before the Government of the United States declared war against Germany—one of the New York newspapers was bought, body and breeches, as we say, by representatives of the German Government. The thing was done adroitly through intermediaries. But it was done, and the details are now known.

It appears, too, that the purchase of the newspaper in question was only a part of a giant plot, the execution of which, it is said, called for the expenditure of thirty millions of dollars—for propaganda! To buy newspapers, to pay for the publication of "news" that misleads or disturbs.

But this of which I speak is by no means the strangest thing I read in this paper. In the second column, cheek by jowl, as you might say, with the article I have just referred to, was an item—a telegram from Washington, it was—announcing that the appropriation of the United States Government for the Committee on Public Information had been reduced by nearly a million dollars. The amount of money which had been asked for was a little more than two million dollars. The amount authorized was a million and a quarter.

Does this not seem strange to you?

You have told me many times, my dear Luis, what wonderful advertisers these Americans are.

And I have but to look out of my window to see many evidences of their ability in that respect. Electric signs are everywhere. The newspapers frankly admit that they could not live if it were not for the advertising they publish. While as for monthly publications—they here attain circulations which in our dear land would be quite out of the question.

Yet to make known—not merely to its own people, but to the whole world—what it is doing the Government of the United States sets aside a sum of money which (if I have not been misinformed) is less than is spent annually by several private enterprises in this country to exploit the excellences of their products. I tell you, my dear Luis, I cannot understand it.

You are a physician. I am what they call in America a "landed proprietor." Neither of us is versed in business. Yet we are not fools, you and I. There are some things we know. One is

this: If the German Government was willing to spend thirty million dollars for purposes of propaganda—to keep the United States out of the war—how can the United States hope to carry on a world-wide campaign of education and enlightenment when its appropriation for that purpose is only a million and a quarter?

Daily, so I am told, ships sail from American ports laden with munitions of war. Their value may be one, two, three—even five million dollars.

If one of these ships is torpedoed—well, it is the fortune of war. No one would grumble. No one would be dismayed.

But for weapons that will change the minds of men the world over—a million and a quarter!

But, as I have told you, I am content. It is cool here and there is much to occupy me.

I extend my felicitations.

Your friend,

RAYMON.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Advertises to Workers Where They Swarm the Thickest

Campaign by Maker of Watch Chains to Reach the Great New Buying Power in the War-Created Industrial Centres

A WAR factor that manufacturers are just beginning to grasp the significance of is the shifting of buying power. The centre of gravity, so to speak, has moved very decidedly, though not necessarily unexpectedly.

Here is an incident that will indicate what is going on.

A college trained engineer employed by a coal mining company in Illinois found that there were men working in the mine who were making a lot more money than he was. They were being paid on a tonnage basis, and the best workers were drawing money that made the college man envious. He almost gave up his "position" in the office to take a "job" in the mines, where the real money was being made.

The steel mills are paying exceptionally high wages to their men. Some of them are said to make as much as \$15 to \$20 a day. They work hard, and probably earn all that they get—but the point is that their earnings throw in the shade those of the small tradesman, professional man or clerk. The people who wear the starched collars and hold positions where they are able to keep their hands clean have to take whatever satisfaction there is in the class and type of their work, because there is not much satisfaction to be gained by comparing their remuneration with that paid to the huskies of the mines and mills.

A few years ago there was agitation for a minimum wage for women workers in stores. Eight dollars, it was thought, would be about right. The other day the scrub women in a Chicago office building, who had been paid something like \$50 a month—far in advance of the proposed minimum needed for store clerks—quit their jobs in a body to take factory

positions which would net them \$18 a week.

The war is of course putting a premium on industrial work of all kinds, and rightly, since production is the big necessity. The man who works in a store or office is not adding much to the sum total of the world's wealth, and that is why his efforts are at a discount in war-time, when the intrinsic value of an individual's output is what is taken into account. The man who can produce is getting the money as well as the credit.

WORKERS ITCHING TO BUY NICE THINGS

That is why automobile dealers report that they are selling more cars to mill hands than to anybody else nowadays. Dealers in the industrial districts are having no trouble in interesting factory workers in the purchase of automobiles. In fact, many of the accidents which are recorded every Monday morning in the newspapers are said to be due to the desire of these new owners of cars, who have had little experience with city traffic, to get out and enjoy their possessions.

The purchases of these people are not usually of the high-priced cars, of course, but they are numerous. The man with a car which cost a considerable sum of money, who has traded it in heretofore on a new one every season or so, is now found to be pretty well loaded up with obligations in the form of Liberty Bond subscriptions, income and other taxes and other special, fixed payments that are taking most of his ready cash. He is not feeling as much like buying a car as he might. The wage-earners have bought their Liberty Bonds, too, but they have fewer fixed expenses, and are more likely to



Reports of investigators in the employ of national advertisers—quite independent of Leslie's—show that

70.2% of Leslie's readers own their own homes.

(23.3% also own other real estate besides their own homes.)

The other 29.8% who rent their homes or apartments may be fully able to buy your product; but you can be sure all of the 70% can.

These 470,000 Leslie's subscribers spend over \$2,350,000 a year for Leslie's alone; an inkling of how much they can spend for your *kind* of product—for *your* product, if you advertise in Leslie's.

The report covered 137 cities and towns in 17 states; glad to give further details.

Leslie's

Illustrated Weekly Newspaper
Established in 1855

LUTHER D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle

Sunset Magazine

and the

Zone Postal Rates

Anticipating the effect of the Zone Postal Rates, SUNSET MAGAZINE made every effort to concentrate the bulk of its circulation in the Far Western States. The result has been an increase within the past year of more than 30 per cent in the eleven Far Western States.

SUNSET MAGAZINE will soon dominate all others in circulation in its home section.

SUNSET MAGAZINE more than at any time in its history is the essential medium through which to reach the people of the Far West, and national advertisers realizing this will use SUNSET to a greater extent than ever to maintain their influence in this prosperous Far Western territory.

Sunset Magazine, Inc.

San Francisco, California

New York
220 West 42nd Street

Chicago
Peoples Gas Building

Boston
6 Beacon Street

Los Angeles
I. W. Hellman Building

Seattle
Henry Building

have a surplus which they can invest in automobiles, jewelry and other things in the luxury class, which they may not have been in the market for heretofore.

In fact, the R. F. Simmons Company, of Attleboro, Mass., which makes Simmons Watch Chains, has already announced to the trade that its advertising campaign this fall is to be centered in the prosperous industrial districts, where the workers in the manufacturing plants are making and spending big money. In explaining its plans to the jewelers

the chief industrial activity is. In newspapers reaching the industrial employees of these cities, the company's fall campaign of advertising will be placed, in order to concentrate on these live prospects. The announcement continues:

"A careful analysis of the industrial situation shows that the 180 cities marked on the map represent the centres in and around which the wage earner is making good money, and in which he is spending it.

"Every indication points to un-



Where jewelry buying is at its best

WHO are the heaviest buyers of moderate priced jewelry? Our investigations throughout the United States have answered this question beyond the shadow of a doubt. The wage earners—skilled mechanics, factory operatives, mill workers and farmers—are the people who are doing the bulk of the buying. These people are making more money than they have ever made before and are spending it freely.

To focus this immense buying power toward Simmons Chains, we are advertising this year in the newspapers. They all read the newspapers, and they are sure to get the Simmons message. The result: people who have needed a representative line of Simmons Chains, and who have a supply of our handsome Newsletters Catalog for 1918, is bound to result in the increased business our local advertising is sure to produce.

Where Simmons advertising will appear

A CAREFUL analysis of the industrial situation shows that the 180 cities marked on the map represent the centers in and around which the wage earner is making good money, and in which he is spending it.

Every indication points to unusual activity this fall in the purchasing of moderate priced jewelry in these industrial and farming centers. That is why we have selected these cities in which to feature our newspaper campaign on the Simmons line—a campaign especially prepared to meet the war-time business situation.

Ask your jobber for full particulars or write us direct.

R. F. SIMMONS COMPANY

Attleboro, Mass.

NEW YORK: 8 Nassau Street. CHICAGO: 18 N. Wabash Ave. PHOENIX: 100 King St. E.

SIMMONS
Watch Chains



A VISUALIZATION FOR THE TRADE OF THE COMING ADVERTISING

through whom its products are distributed, the company said:

"Who are the heaviest buyers of moderate-priced jewelry? Our investigations throughout the United States have answered this question beyond the shadow of a doubt. The wage earners—skilled mechanics, factory operatives, mill workers and farmers—are the people who are doing the bulk of the buying. These people are making more money than they have ever made before, and are spending it freely."

The company accompanies its announcement with a map of the United States, showing where

usual activity this fall in the purchasing of moderate-priced jewelry in these industrial and farming centers. That is why we have selected these cities in which to feature our newspaper campaign on the Simmons line—a campaign especially prepared to meet the war-time business situation."

Newspaper copy is to run twice a week for thirteen weeks before Christmas, it is announced, and the copy will aim to interest those who may not have been in the habit of buying watch-chains, or to whom the matter of value in moderate-priced goods is an item of importance.

"New and handsome designs at low prices," "Best value possible," "Latest designs—best value," are some of the phrases which occur in the copy.

The jewelers are being supplied with miniature catalogues of the Simmons line for distribution to the public, and these are counted on to stimulate interest among a class of buyers who are to be made familiar with the merits of the Simmons line, in some cases, for the first time.

The company emphasizes the fact that its selection of newspapers was principally for the purpose of reaching the working people, for it says, "To focus this immense buying power toward Simmons Chains, we are advertising this year in the newspapers. They all read the newspapers, and they are sure to get the Simmons message. The retail jeweler who has stocked a representative line of Simmons Chains is bound to benefit by the increased business our local advertising is sure to produce."

One reason why the wage earners are prospering is that their earnings have been keeping pace with the high cost of living. They have benefited partly from organization and partly from the scarcity of labor, both factors which have tended to hold up and increase wages. Attention has been called in *PRINTERS' INK* recently to the efforts which are being made by the Department of Labor to control the "Help Wanted" advertising which is being published, as this is having the effect of causing workers to leave one place for another and is not adding to the available supply of labor.

One obvious effect it has produced, however, has been increased wages, because the manufacturer who has been bidding for the help of his competitors—which in effect is what happens when a company puts a want ad in a newspaper in a large industrial district—must necessarily make his offering as to wages attractive. It has been practically a case of

paying whatever has been necessary to get the help.

In view of the fact that middlemen of all kinds are having a hard row to hoe just now, while thousands of retailers have been squeezed out because of their inability to meet the problems created by the war, the exceptional prosperity of the wage-earning classes makes them especially desirable customers for the manufacturer. The salaried man, who has been "living up to" his earnings right along, and who finds that he is barely able to make ends meet in the face of the increased cost of living, is getting some help from his employer, but not as much as the skilled artisan whose work at the machine is absolutely necessary at this time. Whether he will be able to continue to exercise discrimination in the purchase of goods of quality, or will be forced to purchase hereafter principally on a price basis, is a question which manufacturers are studying along with the matter of how to reach the big-money wage-earners of the industrial centres.

Can't Get Supplies, But Keeps Advertising

The Benjamin Air Rifle & Manufacturing Company, St. Louis, is advertising in national magazines in order that the public may know, in its own words, that its air rifle "is still being made in spite of all the trials and turmoils of war."

"Even were we short of materials," the company says, "we would still continue to advise young America that the best air rifle obtainable is the Benjamin. It would be foolish to sacrifice the many thousands of dollars we have spent for publicity in the years past by stopping our publicity at this time merely because we could not take care of present trade demands. This is a policy wisely and profitably followed by big corporations, and we know of no better example to follow."

Jenkins Leaves International Shoe Co.

R. P. Jenkins has resigned as advertising manager of the Roberts, Johnson, Rand branch of the International Shoe Co., St. Louis. He will go into the wholesale shoe business in Shreveport, La.



"Concentration Is the Nation's Watchword"

Dominate Philadelphia

When you buy advertising space in "The Bulletin," you deal in known quantity and quality, and enjoy the benefit of known rates that are absolutely not deviated from.

You can dominate Philadelphia at one cost by concentrating in

The Bulletin

The newspaper "nearly everybody" reads

The net paid daily average circulation of "The Bulletin" for June was 425,055 copies.

"The Bulletin" is the only Philadelphia newspaper that prints its circulation figures regularly every day.

New York Office
DAN A. CARROLL
Tribune Building

Chicago Office
J. E. VERREE
Steger Building

Detroit Office
C. L. WEAVER
11 Lafayette Blvd.



Society Brand

Alfred Decker & Cohn, manufacturers of Society Brand
their Poster Advertising campaign to us.

They are doing so for the reason that they have been i
zation over a period of many years, and with the kno
solid foundation, the keystone of which is our deal of
our clients.

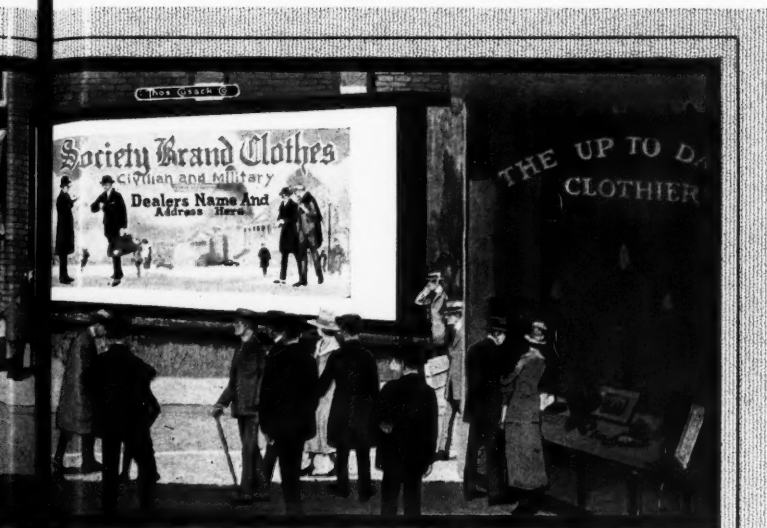
We have the largest staff of recognized Poster advertis
staff, backed by the facilities and equipment of our
utmost efficiency and productiveness possible to s
Advertising.

We invite consultation.

CHICAGO

Thos. C. C.

Largest Advertising Company



Brand Clothes

Society Brand Clothes, have entrusted the placing of

we have been impressed with the growth of our organization with the knowledge that this growth is built upon a basis of rendering the highest type of service to

poster advertising Specialists in the field to-day. This movement of our organization, assures the Advertiser the possibility to secure through the medium of Poster

Back Co.

NEW YORK

Advertising Company in the World

(This is the eighth of a series of intimate discussions of *The Chicago Daily News* by Mr. Moses. The ninth will appear in an early issue.)

The Chicago Daily News and the Free Reading Notice

By BERT MOSES

YOU can't talk authoritatively of a newspaper unless you talk first of the man who runs it.

A newspaper is the lengthened shadow of its owner, and when you see and read his paper, you see and read him.

There is much said about "reader confidence" in news and in advertising.

All papers have it in varying degree, for nobody would continue to take any paper unless some faith was put in what it printed.

But when you find a "paper that pulls"—a paper that has more advertising offered than it has room to print—you can wager in safety that its owner is a man whose guiding inspiration is the Square Deal.

When the measure of *The Chicago Daily News* is taken, the measure of Victor F. Lawson is taken also, for his paper is "him."

It represents his ideas, and his ideas have been right so often that his name stands high in journalism.

One Daily News idea, put into practice years ago, is this:

"We do not give free notices at all. We have been 100 per cent. pure in this regard from almost

the year One. In fact, we are chronically virtuous in this regard. We hew straight to the line in this proposition. The contents of *The Daily News* are under two heads—reading matter and advertising—and we do not mix them. Whenever the reader reads reading matter, he may be assured that it is reading matter, and not advertising, unless the matter carries the word, 'Advertisement,' or in the case of a brief notice the contraction, 'Adv.,' which is notice to the reader that the matter he is reading is the paid advertisement of an advertiser, and not an informative communication from the editor of the paper."

All of which means that an advertiser cannot get a free reading notice in *The Chicago Daily News* with either a jimmy or a crowbar.

The deadhead reading notice is with us yet, but it is passing away with other evils like discounts on the side that do not show on the invoice.

And to the early influence of *The Chicago Daily News* can be traced the beginning of the decline and disappearance of the advertisement for which no money is paid.

If there is any other one thing that establishes the confidence of advertisers and readers more than this policy followed by the *Daily News*, I do not know what it is.

Why this ad. was written.

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of *The Chicago Daily News*, and said, among other things:

"I want you to authorize me to write a series of advertisements for *The Chicago Daily News*. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like excellence that must be there if the real *Chicago Daily News* is pictured in type to the public as it actually is.

"*The Daily News* is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me. . . . When I get through writing this series I am sure you will better understand *The Chicago Daily News*. As a matter of fact I want to introduce Mr. Lawson to his own child. Now then, what do you say?"

And Mr. Woodward said: "Go to it!"

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How Underwood's Advertising Keeps Step with Hoover's Suggestions

The Company Has Had a Lively Experience Doing It, but the Campaign Is Proving Satisfactory

By Harold Whitehead

IT comes in handy for a manufacturer to have a "family" of products in war time, if only a small one.

The William Underwood Company of Boston has come to a full realization of this in the past few months. While it has had a lively time keeping its advertising in accord with Mr. Hoover's suggestions, it has nevertheless been thankful that it had its deviled tongue, in addition to its better-known product, deviled ham. This fact has enabled it to advertise right along, switching from one to the other and back again as the Hoover regulations changed to and fro.

Of course, the company, like numerous other concerns, had its business "put up in the air" when war was declared. It didn't know whether it would be able to get material or what price it would have to pay.

For a few months things went about as usual, the company continuing to advertise. Suddenly the Food Administration put a ban on pork and pork products. Everyone was told, "Don't eat pork."

Now, deviled ham is made from pork, and although the amount of ham consumed by the William Underwood Company is a mere drop in the bucket, it is a pork product.

H. O. Underwood, the president and treasurer, felt that under the circumstances it would not be ethically the thing for them to continue advertising deviled ham. The public at large could hardly be expected to discriminate between the amount of pork consumed in deviled ham and the use of ham generally, so

that even if the company advertised, the advertising would undoubtedly have had to overcome the obstacle of public opinion.

In addition to this, meatless days were introduced.

Thus, overnight, as it were, the company found itself faced with the problem of continuing to do business and yet work with the Government in checking home consumption of pork products.

"When in doubt, go to headquarters," is evidently one of the policies of the company, for a representative was sent on to Washington to find out how they could best co-operate with the authorities. He was told that the company could go ahead and do just as it wished—there would be no ban whatever on its advertisements and no attempt to stop the selling of deviled ham, but the officials were to please remember that every ham they used was one less to be sent abroad.

BUT FORTUNATELY—

On his return to Boston a consultation was called. All realized one thing, and that was that they could not advertise ham and that they could not afford to stop advertising.

Now, deviled ham is not the only thing the company manufactures and sells in any quantity. The company is a packer of sardines and clams, but as the demand is far in excess of the supply, it didn't advertise these. It also packs a little deviled tongue, deviled chicken and deviled turkey, but these other deviled products are a mere trifle as compared with the deviled ham.

When the situation was fully explained to the advertising man

he echoed a thought which had also occurred to some members of the company: "This is the greatest opportunity you ever had to build up a new business, pushing deviled tongue."

The idea appealed to all concerned. But then tongue comes from the steer, and steer is beef, and the Government had ordered

appearance of these "ads" was familiar because the trade-mark, that particularly handsome and satanic red devil, is used on the deviled tongue can together with the slogan, "Taste the taste." To this was added, "Eat it without a guilty conscience."

The "ads" quickened the demand for deviled tongue to the fullest expectations, but of course the company had to get the jobbers to carry an extra supply. It may be mentioned in passing that the company's trade is done exclusively through the jobber.

To get the jobbers to stock up liberally on tongue, the company offered an extra discount on ham to all jobbers who bought a certain proportion of tongue at the same time. It is worthy of note that the discount was given on the ham and not on the tongue.

That the new advertising coupled with the temporary sales expedient was successful is evidenced by the fact that the sale of tongue increased five fold within three months; not only, be it understood, in initial orders, but in the repeat orders which quickly followed.

It seemed that the sudden shift from the major to the minor

article had solved the marketing problem, but hardly had things begun to go swimmingly when the Food Administration switched back and said, "Eat less beef, and eat all the pork you want."

Now the company had the assurance of the Food Administration that the more tongue it used the better pleased the Government would be. The new ruling also put pork into the list of

Ever Taste Stuffed Eggs Like These?

TRY them—try them today for luncheon—or for a cold supper. They'll give you a new idea of how wonderfully good you can make everyday egg taste.

UNDERWOOD Deviled Tongue Deviled Ham

Best Sliced Eggs. Underwood Deviled Tongue. Underwood Deviled Ham.

Remove shells carefully and cut eggs to even halves. Remove white and wash carefully with eggs fresh or to taste. Remove yolk and mix with enough deviled tongue or ham to make a smooth paste. Roll the egg whites and serve on toast with dressing.

There's a great reason why these stuffed eggs are so popular. The reason is that they are filled with Underwood Deviled Tongue or Ham. Underwood Deviled Ham and Deviled Tongue are the most delicious and most popular of all deviled meats. They have been sold in every part of the world for many years. They are the only deviled meats that are so popular and so delicious. They are the only deviled meats that are so popular and so delicious. They are the only deviled meats that are so popular and so delicious.

UNDERWOOD Deviled Ham and Deviled Tongue

"Bounded with the Devil, but Not for the Gods"

Wm. Underwood Company, 66 Fallon Street, Boston, Mass.

LUCKILY THE COMPANY HAD ITS BRANDED TONGUE TO ADVERTISE IN THIS COPY

meatless days, so the company's representative took another trip to Washington to find out what the Food Administration thought about deviled tongue. They told him that his company could go ahead and sell all the tongue it wished—the more it sold the better the Government would like it.

Therefore, certain women's journals carried "ads" for Underwood's deviled tongue. The

One of the most prominent advertising agents made this statement regarding the new Good Housekeeping Newspaper Section

"In European countries specialists in various lines are accepted as standards and followed accordingly. In our democracy we have no purveyors to royalty for consumers to follow, but 'Good Housekeeping Magazine' with Dr. Wiley has created even higher standards in household products for the guidance of the housewife. And consumers, particularly women, are always swayed favorably toward anything bearing the endorsement of an unquestioned authority. I know from many years of experience that the approval of 'Good Housekeeping' removes all doubt from the mind of the housewife and greatly stimulates the sale of meritorious products. The value of this extension of the 'Good Housekeeping' idea will be quickly recognized, I hope, so that it becomes a permanent feature of a newspaper in every one of our large cities—then millions of additional women will learn to avoid cheaply made substitutes and buy products having the 'star' from 'Good Housekeeping.'"

If you have not received the facts regarding this new plan of localizing national prestige and giving products the dual endorsement of "Good Housekeeping" and the Boston Sunday Advertiser, we will be glad to send you complete details.



*Advertising Manager,
Boston Sunday Advertiser, Boston, Mass.*

things that could be eaten "without a guilty conscience."

The "ads" for Underwood Deviled Tongue were all made up for the current magazines when this last ruling of the Food Administration was announced. Nevertheless the company gave instructions to alter the copy of the "ads" for deviled tongue to include deviled ham in the "ad" which is reproduced here.

RESULTS GRATIFYING

The result of the company's keeping its advertising keyed to the Food Administration's rulings has been that it has retained the good will of the public, worked with the Government and made a total sales even larger than ordinary.

The officials are also convinced that they will have a bigger business than ever before. "There is one thing we shall certainly do," the writer was told, "we shall continue to advertise, for we know full well that if we let our name disappear from the public eye for a year or so it would be many years before we would regain our forgotten name and good will."

It is interesting to recall that the company was founded in 1822 by the grandfather of the present Mr. Underwood. Not until 1909, however, did it enter the preferred class of national advertisers.

Frank Harding, of the company, best summed up the situation when he said: "Before we started to advertise, the business fluctuated with the seasons and there was no settled demand. Since we became national advertisers, the business has grown steadily year by year. For the last few years before we advertised, the business was practically stationary, which convinces us that if you have the right goods, a logical sales policy and persistent advertising, you can forget the so-called saturation point."

Anyhow this tells how Wm. Underwood Company used a threatened calamity as a tool with which to build up more business.

Asks Salesmen Further to Reduce Bag- gage Requirements

THE War Industries Board, through its Conservation Division has asked firms' traveling salesmen to reduce the amount of baggage, sample cases, trunks, etc., usually carried by their men, to help meet the scarcity existing in baggage cars.

There are only 9,700 baggage cars in the country, and many of these have been turned into dining cars for the use of troops in transit. Therefore, the need for curtailment of the normal carriage of baggage is imperative. So great is the shortage in this class of rolling stock that the Government is even impressing freight cars for service to carry army equipment, although the "side-door Pullman" is not designed to exceed twenty-five miles an hour in speed.

It is estimated that last year 24,000,000 sample trunks were checked for transport in baggage cars, or a third of all the baggage carried free by the railroads.

Previous efforts to curtail the amount of baggage carried by salesmen has produced good results, the Conservation Division says, but the pruning process must be carried still further.

By the use of photographs, lithographs and catalogues it is said that some salesmen have been able to dispense with as many as two-thirds of the trunks they formerly took with them.

Again, only one full size model of any one class of merchandise, it is pointed out, is really necessary. Where it is desired to show variety of color or fabric, as in dry goods, this can be done either by swatches or by colored prints, etc.

As many manufacturers are taking this opportunity to reduce the number of their models and items, this factor is having a tendency to help the Conservation Division in its campaign.

Robert Ford has been appointed Eastern advertising representative of *Oil News*, Chicago, with headquarters in New York City.

PARIS GARTER PRIZE WINDOW



One of the Many Attractive Window Displays in the Philadelphia Paris Garter Window-Trim Contest

"Other Philadelphia newspapers questioned our judgment in selecting the Philadelphia LEDGER for all exclusive advertising campaign on PARIS GARTERS when we made our decision a few months ago.

"This business was given to you only after a careful investigation and the results obtained justified our judgment. You have made good with a capital 'G'—and you should know it.

"We congratulate you upon the effectiveness of the LEDGER advertising and assure you that the hearty co-operation you have given us in no small degree was responsible for the success of our campaign."

This letter written to the *Public Ledger* by Joseph M. Kraus, advertising manager of A. Stein & Co., at the conclusion of the Philadelphia campaign for Paris Garters, is self-explanatory and requires little additional comment.

This Philadelphia campaign was handled exclusively by the *Public Ledger*, morning and evening, and the co-operation of scores of retail dealers throughout the city..

In order to stimulate interest in the campaign and insure widespread dealers' interest, a window-trimming contest was arranged and six silver cups were awarded for the best displays. The largest of these cups, standing seventeen inches high, was awarded for the best display of this nature in the city, while similar cups—seven and one-half inches in height—were given for the best exhibits in different sections of Philadelphia.

Photographs of these windows were taken and the judges made their awards from these pictures.

(Reprinted from the *RETAIL PUBLIC LEDGER*, Philadelphia)

(Advertisement)

EXIT THE HIRED DRESS SUIT

If your sole idea of a moving picture is a flock of custard pies, rampant on a field of automatics, then it's time you went to the nearest theatre for revision,



VERY rarely nowadays, does the hero appear in an early Victorian dress-suit with a black tie, just in time to save the heroine from the welcoming teeth of the saw-mill. It's been at least two years since we've seen the Western Lochinvar attempt to shake hands with the butler in the "swell" Eastern home.

That simply won't go any more. And, when some director tries to put over a screen atrocity, we who make Photoplay are flooded with protesting letters. In fact, we give up a whole department to printing criticisms of plays that go into the most minute details.



NATURALLY, Photoplay, the Interpreter of the Fifth Estate, has to be careful, for it is dealing with the very stuff of life. Its readers are alert to see that its pages are filled only with the last words in screen development—it is their reason for reading the book.

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART

ADVERTISING MANAGER

350 NORTH CLARK ST.

CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.



THUMB SIGNS

Now that most of the wise men of advertising have studied results of the investigation in the All Fiction Field, the verdict is—Thumbs Up!

They are amazed at the great potential possibilities of this new field and the economic cost of covering it—

1,787,500 net paid circulation at \$1,322.75 for one full page in all ten magazines, or 74c per page per 1000.

Ask the wise men of advertising what they know about the All-Fiction Field. We abide by their verdict.

All-Fiction Field

Room 710, 280 Broadway, New York

Room 1152, 122 So. Michigan Ave., Chicago

Doubleday, Page & Co.	}	<i>Adventure</i>	<i>Short Stories</i>
The Frank A. Munsey Company		<i>Ainslee's</i>	<i>Smith's</i>
The Ridgway Company		<i>All-Story</i>	<i>The Argosy</i>
Street & Smith Corporation		<i>Detective Story</i>	<i>The Popular</i>
		<i>People's</i>	<i>Top-Notch</i>

"The Field of Greatest Yield"

Advertises Nationally to Set Millers Up in Business

How a Kentucky Manufacturer of Mills Is Thus Popularizing Again Local Milling—A Striking Example of the Democratic Force of Advertising

By John Allen Murphy

IT is claimed by some that advertising is a centralizing influence which eliminates small manufacturers and concentrates enormous power in the hands of a few big advertisers. In other words, they say, advertising creates a monopoly.

If this were true it would be a pity, indeed. But it isn't true. No doubt advertising could do that. It can do almost anything. Perhaps in two or three cases advertising has come close to doing it.

Generally speaking, however, advertising does not build monopoly. Quite the opposite is true. Most decidedly it is a decentralizing influence. It is a distributing force. It evens out irregularities. It is opposed to concentration, aiming, as it does, to get things to the masses rather than to the few.

Very often advertising is the one force that enables the small man to make headway against his giant competitors. Without this aid it wouldn't take them long to squeeze him out. But with it he can get along very nicely, despite the machinations of the big fellows. Once advertising gets people asking for the small man's goods it is difficult to crowd him out. Soon he'll be able to crawl from under the heap.

These thoughts are prompted by a study of the campaign of the Anglo-American Mill Company, Owensboro, Ky. The advertising of this concern, which has been appearing in various publications in ever-increasing volume for half a dozen years, has been the subject of much speculation. It is that kind of advertising that does not readily explain itself. To be sure, the proposition is clear enough. The reader is invited to "own a flour mill." That strikes one as rather queer. Most of us have fond hopes of some day own-

ing an automobile, a home in the country, a vacuum cleaner, a set of Emerson and dozens of other things that from time to time we've jotted down in our mental want books, but it has never occurred to us that we should add a flour mill to the list. What is it anyway? Is it something like the old-fashioned coffee mills that would enable us to grind our own flour in our kitchens?

THE EXPLANATION

No, that is not it at all. Going further into the copy, we find that the purpose of the advertising is to get men to engage in the milling business on their own hook and to compete with Washburn-Crosby, the Pillsburys and other well-known millers. We find that the advertiser is a manufacturer of mills. Not tiny little things that can be hung up in the kitchen, but full-grown mills, having a capacity of from 15 to 100 barrels a day.

Right here one is likely to pause and ask why a product of this kind should be advertised nationally to the general reader. The milling business is a restricted field. Not many are engaged in it. It requires capital and experience, so we reason, and the man in the street hasn't the slightest interest in it. Probably in the whole country there aren't over a dozen men who at one time would be planning to go into this business. Why, then, advertise in some fifty-odd magazines, farm journals, class journals and trade papers to reach this handful of prospects?

Well, we've been wrong in all our surmises. The experience of this Owensboro concern shows quite distinctly that flour mills can be successfully advertised to the public. To understand why we must go back to the beginning of the history of the business.

L. Freeman Little, the president of the company, explains how he happened to get started.

"While waiting for a train one day," he says, "at a little station some thirty miles out of London, England, in 1909, I happened to notice a flour mill just across the way. At that time I was traveling in the interest of the Alsop Electrical Flour Bleaching Process. Every miller was a prospect, so I thought I would see if I could interest him.

"Much to my surprise I found him operating what was then called a 'Midget' Marvel Mill, in which the noted English inventor and milling engineer, A. R. Tattersall, had tried hard to interest me about a year previous."

Tattersall had invented a self-contained mill—a short process mill. All of the machinery is compressed into one body, hence the term "Midget." In talking with the inventor Mr. Little became very enthusiastic about the machine, but before taking any action he conferred with a friend, Col. Mayhew, a practical miller. The latter assured his friend that it was impossible to make the best flour on such a short process. That seemed to settle it, and Mr. Little dismissed the idea from his mind.

He was, therefore, very much interested a year later when, as he has mentioned, he found one of these mills in operation. The owner was satisfied and claimed he had no trouble in meeting the competition of the larger mills. This experience set Mr. Little investigating once more. He got a list of the mills that had been installed and visited many of them. He found that the King of England had ordered two of these

devices for his estate, the Duchy of Cornwall. A number of the mills had been set up in France, in Spain and in Italy. Finally, convinced that there must be something in the idea, he secured the American rights from the inventor.

Mr. Little expected to be able to get some assistance from a wealthy Owensboro friend, but in this he was disappointed. The friend talked the proposition over with long-system millers and they discouraged him from investing any money in such an enterprise. At last, though, enough money was got together to start the business.

Some of this money was immediately invested in advertising—not much, but enough to show folks that the new concern was going to use modern methods to make its presence felt. Small space was used in a few farm papers and in some big dailies. Later on the campaign branched out into the national weeklies.

In surveying his possible market the founder of his business saw that his field was in the small towns. In every community there is a demand for a good locally made flour. Originally flour milling was distinctly a local business. Farmers took their wheat to a nearby mill, where they had it ground. They took home what they needed and the mill sold the surplus in the towns and villages of the vicinity. In recent years, however, local milling has been on the decline. A great centralizing process had set in.

There are various reasons for this. Many mills made a poor grade of flour. In a number of sections the farmers stopped raising wheat. But probably the prin-

Flavo
America's
Community
Flour

Serving the Nation
Flavo Flour is the only flour that is made in the United States. It is the only flour that is made in the United States. It is the only flour that is made in the United States.

Serving the Community
Flavo Flour is the only flour that is made in the United States. It is the only flour that is made in the United States. It is the only flour that is made in the United States.

Serving Yourself
Flavo Flour is the only flour that is made in the United States. It is the only flour that is made in the United States. It is the only flour that is made in the United States.

The New Milling Process
Flavo Flour is the only flour that is made in the United States. It is the only flour that is made in the United States. It is the only flour that is made in the United States.

The Anglo-American Mill Company
110 West Building
Owensboro, Kentucky

THE FLOUR IS TALKED ABOUT,
RATHER THAN THE MILL

OCTOBER

*closed with
more adver-
tising lines
than any
other Octo-
ber in half
a century*

Delineator

No Mail Order Advertising Accepted

cial reason for the decline is that the energy and the progressiveness of the large mills made it difficult for many of the small fellows to compete.

Here, then, was the opportunity. If it were possible to run successfully a small local mill in competition with the big millers, who operate nationally or else over a large territory, why would it not be within the bounds of possibility to set up thousands of men in the

promises well for the future.

All inquiries are followed up energetically, both by direct mail and by the salesman of the district when he gets around to that particular neighborhood. The company does not expect to make an immediate sale to every person inquiring. It is content to sow the seed by explaining its proposition in detail and then to wait for the plant to bear fruit in its own good time. A man may not go into the



THE KIND OF MILLS THE CAMPAIGN HAS CREATED

business? Here was a market decidedly worth advertising to. Besides, these men could be reached and interested in no other way except through advertising.

With that object in view, the Anglo-American Mill Company has been advertising right from its inception in 1910. It has been pointing out a new business opportunity to farmers, both active and retired, to tradesmen of all kinds, and, in fact, to anyone who may be dissatisfied with his present employment and hence is anxious to get into some little business that

business for five or six years after he first answered an advertisement. He may have been interested in the plan, but for various reasons have found it impractical to become a miller immediately. He may not have had enough money. Probably he couldn't get a suitable building. Or maybe he was satisfactorily engaged at the time, but made up his mind that should he ever be out of employment he would start a mill. Thus it is that hundreds of prospects are constantly ripening. The steady appearance of the con-

A Thousand a Month

That's the average number of Y. M. C. A. workers being recruited for overseas service every thirty days. Back in March (long ago when reckoned in terms of war-time activity) there were over 2,000 secretaries in France and over 3,000 in our home camps.

Did you have any idea there were so many actually *on the job* of helping to keep our fighting men happy and fit? These men and women are taking "home" to the soldiers—the books and music they like; the games and sports they miss; the sweets and knickknacks they want.

It is but natural that the families of these boys want to know how they are being taken care of. They want to see pictures and read accounts of what the Y. M. C. A. is doing. And they *do* read them—in Association Men. The "Y" takes home to the soldiers. Association Men takes the "soldiers' life" to the home.

And the *number* of these homes where Association Men is read regularly has more than doubled. After examining an analysis of this circulation the one describing phrase you would use is, "Our best people."

Have you an advertising message to send them?



the class magazine of general interest

F. C. FREEMAN, Business Manager A. P. OPDYKE, Advertising Manager
347 Madison Avenue, New York

CHAS. L. EMRICH, 19 S. La Salle Street, Chicago, R. G. McHENRY

McCLURE'S



THE ADVERTISER who uses the October issue of McCLURE'S will have delivered to him one hundred thousand excess circulation over its guarantee of five hundred thousand.

Forms for October close September 10th.

McCLURE'S "The Magazine in Khaki"

cern's advertisements keeps them reminded of the matter.

Of course, all of the company's prospects do not lie among inexperienced people who are ambitious to get into business. Men already in the business, practical millers, are excellent prospects, and they furnish the concern its most immediate market. It is easy to see, however, how such a market would be very narrow. To have an ever-expanding outlet for its product the company wisely foresaw that it must get more men into the milling business.

Now we have seen why it is that the advertising of this firm is having such a strong decentralizing influence. It is taking the milling of flour back to the local communities, where it was in the first place. By this I do not wish to intimate that the movement is necessarily hurting the big millers. What has been accomplished so far, though substantial in itself, is really only a drop in the gigantic bucket. The flour business is so large that several hundred local millers, more or less, even several thousand of them, do not materially affect the large operators. Many merchandising authorities claim that in the case of such an extensively used staple as flour there is plenty of room for both the national brands, the sectional brands and the local brands. This is certainly true at the present time because of shipping congestion. How long it will remain after the war no one knows. However, with a bulky product that is widely consumed and that runs into immense volume and where concentration of manufacture does not give an insuperable advantage, it is likely that the sectional manufacturer will always find ample opportunity for his energy.

ONE BRAND TIES USERS OF THE MILL TOGETHER

The most interesting part of the campaign of the Anglo-American Mill Company is yet to be told. It concerns the methods of the company in tying all the Marvel millers together. The operators of these mills have the privilege of

putting their flour out under the "Flavo" brand. More than 1,300 of them are taking advantage of this privilege and are members of the Community Marvel Millers' Association. To be a member all one has to do is to own a Marvel mill and to make Flavo flour right.

The startling feature of the whole plan is that the Anglo-American Company is nationally advertising Flavo flour at its own expense. It does not sell flour. It sells mills, but it is advertising flour so that the men who buy its mills will be successful. That is carrying faith in advertising and the idea of co-operation out to the *n*th degree.

It is true that in advertising Flavo flour the company also advertises its mills. Until recently most of the copy stressed the mill and mentioned the flour secondarily. Recent advertisements, however, reverse this order. The flour is played up prominently and the mill is referred to but incidentally. The arguments for Flavo flour are advanced under three headings: "Serving the Nation," "Serving the Community," "Serving Yourself." Continuing it reads:

"Flavo flour mills (more than 1,300 in number) throughout this country are relieving the railroads of an unnecessary burden of no less than twenty-four trains of thirty-one cars each daily by the community milling of home-grown wheat. These mills eliminate needless shipping of wheat to far-away mills and the return haulage of flour to the people who grew the grain.

"Hundreds of other small local mills where Flavo flour is not yet made are performing a similar national service.

"You, too, can contribute to the war on waste and at the same time serve your local community. When you *do* use wheat products, use flour and feed made from wheat grown at home, milled at home and sold at home to home people.

"Thus you will help reduce a traffic congestion that hinders the winning of the war. You will comply with the Food Administra-

tion's request that you buy home produced goods.

"The needs of the war require that you use wheat substitutes wherever possible. But in using the necessary wheat flour be sure you use Flavo flour.

"Made by a new process of milling, it retains the essential oils containing the rich, nut-like flavor of the wheat berry. 'Flavo' is more nutritious than other flours. Used with substitutes, its flavor predominates and will please you.

"If Flavo flour cannot be obtained in your community then ask for the *best* local brand—"

It will be noted that this copy boosts for the community idea. It exhorts the reader to buy a local flour even though "Flavo" is not to be had.

This combined advertising of the flour to the public and the kind of mill that grinds it has an incidental effect. It gains consumer acceptance for the short system of milling and for the self-contained mill being advertised. Ordinarily the consumer is not interested in the machines used in manufacturing. She wants to know about the product and not about the technic of its making. In this case, however, where so many factors in the flour trade are inclined to be skeptical about the practicability of the short system of milling, it can be seen that this widespread advertising must largely counteract any opposition of the kind.

Last year the company's advertising investment was in the neighborhood of \$100,000.

HOW COMPANY HELPS PURCHASERS

Being a member of the association does not bind a Marvel miller to any concerted action. He does not lose control of his business. He continues to run it as he sees fit. He can sell his flour as he wishes and at whatever prices he pleases. The only object in belonging to the association is to be able to use the Flavo brand and sacks and thus be in a position to cash in locally on the national advertising of the company that manufactures the mills.

This Owensboro concern is very

anxious to have the men it starts in business succeed. To that end it leaves no stone unturned. Before it lets a man locate in a community it makes sure that his chances of succeeding there are reasonably good. The company understands that its own success will be in proportion to the success of the owners of its mills.

An expert millwright goes out when the mill is installed and gives the owner instructions in its proper operation. A very complete book of instructions is issued. Thus it is that inexperienced millers are able to succeed.

The service department of the company watches the flour that the Marvel millers are making and shows them how to keep it up to standard. Each owner is asked to send in twenty samples of his stock every month. These are taken from various points in the mills, representing different stages in the milling process. Envelopes with printed directions are given to him for this purpose. If there are any defects in the samples the miller's attention is called to them. The miller gets a printed report showing him how his samples stood the test. The report gives him information such as this: "Second break rolls—good; second red rolls—grind a trifle closer; first reduction—good; second reduction—head good. Tail shows a few specks, due to improper grinding," etc. The report winds up by reminding him when to send in his next samples.

With such complete free service at his disposal it would be hard for the miller not to succeed. Were it not for this monthly inspection it would be hardly possible to use the Flavo brand. It is, of course, necessary that the flour put out by the various local millers under the Flavo brand be fairly uniform. This the surveillance of the service department assures. In fact, his flour must grade at least 85 per cent or he can't use the general trade-mark.

But there are many other things that the service department does for the owner of a Marvel mill. The miller is taught how to test wheat and also how to buy it. He



Strenuous campaigns of saving are under way in a number of vital channels. Organizations headed by some of the Country's big executives are conducting these campaigns in a systematic manner.

There are signs of a movement to conduct just such a campaign in an endeavor to offset the great shortage of clerical help that is confronting the Nation today.

Higher salaries for office help is not permanently helping the situation. There must be some other relief because there is an actual shortage of clerks which grows worse with the passing of each month.

The biggest measure of relief is expected from the installation of such office appliances as the Addressograph. This machine saves clerical labor on payroll work by filling out pay forms with names, numbers, amounts and dates, faster than several clerks could do the work by hand. It heads up statements, addresses tags, lists and fills-in names on bank forms, relieving clerks wherever there is name writing to be done. Makes it possible for them to take on other work which they have been too busy to handle.

An Addressograph representative will tell you gladly how you can get relief in the office help problem. In a two minute demonstration of a Hand Machine in your office he can show you what you can do with the Addressograph. No obligation; ask for information.

The Addressograph Co.

913 W. Van Buren St.

PRINTS FROM TYPE

CHICAGO, ILLINOIS



"When I was doing a little housecleaning the other day around my office, without thinking much about what I was doing, I put this book of yours ('Getting Your Booklet Across') aside for permanent filing, whereas nine-tenths of the paper-bound stuff was thrown away."

So writes Mr. S. Roland Hall. If you wish to give YOUR catalog or booklet a permanent value, bind it in cloth.

We shall be glad to send you a copy of OUR cloth-bound booklet "Getting Your Booklet Across." It may suggest something new to you.

INTERLAKEN MILLS, Providence, R. I.



is told how to sell his flour. The company says that it has looked up practically every plan that has ever been used to market flour. The best of these have been incorporated into a book called "Confidential Selling Plans." Marvel millers are urged to draw freely on these plans. The company tells its customers that "the big success of our whole plan of operation hinges on the central idea that when we sell you a mill we virtually enter into partnership with you, and from that time on we work right along with you not only in the operation of the mill itself, but in practically every matter pertaining to the building up and profitable operation of your business. Our service department is organized around that very principle. It is always on the alert to assist you; is subject to your call at any time regarding any matter."

A simple bookkeeping system has been designed especially for the milling business, which is sold at nominal cost. A company has been organized among Marvel owners, known as the Anglo-American Underwriters, to insure members against loss by fire.

BANKERS BROUGHT INTO THE SCHEME

This Owensboro concern urges millers and prospective millers to cultivate their local banker as a man who "knows a good business proposition when he sees one." The company has sent a copy of its catalogue to 15,000 bankers. It has also written them fully regarding the opportunity it offers men to go into the local milling business.

The company is fostering a movement to have each community feed itself. It says:

"In such States and counties as *should raise more wheat* in their own best interest we have for years carried on educational campaigns, through our helpful methods in co-operation with our miller customers.

"This all helps each community and makes each community Marvel miller even better known, and it is always well worth while when necessary.

"Farmers and planters in many

States have joined this movement toward *raising more wheat*—planting more diversified crops—for their own much greater profit."

In a word, the Anglo-American Mill Company literally showers its customers with ideas for making themselves successful. It furnishes them with the usual round of "helps," and in abundant variety. New plans are being devised right along. Just a peep at a few of the captions under which some of these plans are described will visualize the extent of the co-operation offered: Advertising Slips, Selling the Dealer, Letters to Dealers' Trade, Free Samples for Dealers, Texas Man's Plan, Newspaper Advertising, Window Signs, Window Displays, Home Loyalty Appeal, Baking Contests, Use Home Baker, Voting Contests, House to House Canvas, etc.

The question remains as to how long this Kentucky enterprise can keep up all this intensive sales promotion. Won't it soon strike the saturation point? Where is its repeat market? Isn't the field for flour mills limited?

It looks as though the company has nothing to worry about on this score. It will always have some business on supplies. This, of course, will be insignificant. It furnishes the Flavo sacks to community millers. Buying these in large quantities and selling them in comparatively small lots, it is to be presumed that it makes a profit on them. But its big repeat market consists in making the owners of its mill so successful that they will be obliged to increase their capacity. The man who started out with a 25-barrel machine may later have to install another mill of the same size, or maybe one of 40, 50, 75 or 100 barrel capacity. So in coaching owners how to make the most out of their little businesses the company is wisely building for its own future.

And neither is the market among new millers anywhere nearly exhausted. Mr. Little, the president, told me that in his most optimistic moments he sees many thousands more local mills in operation than exist to-day. I

won't mention the exact number he used for fear you might think he is too sanguine. He added that attaining this market will be the work of more than a generation.

After talking to Mr. Little for several hours the thought that constantly protruded itself into my mind is: "If a piece of equipment that is sold to manufacturers (millers) and that presumably is of no interest to the public can be made the subject of widespread national advertising and of intensive local promotion in hundreds of communities, isn't it possible that the makers of many other machines might find a similar opportunity in their business? What advertising has done once it can do again."

War Workers Offered Summer Resort Attractions

AFTER the classified ads for "help wanted" are standardized and forced to submit to Government censorship, as it was predicted in PRINTERS' INK recently they will be, a large part of the romance of reading this section of a newspaper's advertising will be lost. Consider, for instance, a recent advertisement of the Erie, Pa., offices of the General Electric Company. This was not in the classified columns, and it occupied about five inches across two columns, but it was, nevertheless, an appeal for help.

"Important War Work in Summer Resorts" was the heading, with the sub-title "Skilled Mechanics Find Erie, Pa., Pleasant and Profitable."

"Very few American cities," the copy starts, "can boast of being a summer resort, and a large manufacturing center combined. On the shore of Lake Erie, at Erie, Pa., however, one will find both happily linked. Cooled by breezes in the hottest weather, and surrounded with summering resorts, with boating, fishing, bathing, etc., is a city of 125,000 people, many of whom labor in the day time in Erie's great manufacturing plants."

The work at the G. E. plant is then described and the need of men for war work pointed out.

Further advantages are described as follows:

"Over \$1,500,000 has been spent to build permanent modern homes near the plant and at low rents for the new comers. Dormitories, clubs, and mess halls are also provided for employees without families. Cost of living is thereby less than in other manufacturing cities. There is also a private hospital, athletic club, musical organizations of various kinds, and a complete welfare department for the health and happiness of all.

"Shops, also, are ideal and up-to-date in every way. Plenty of room around machines, lots of air and light, and well heated in winter. Few plants are so fortunate, so people now working there say."

Men who are not engaged on Government orders are asked to respond, if they qualify for the positions vacant.

Patent Medicines in Ontario

Under an amendment to the Ontario license act, adopted at the last session of the legislature, license boards are given much wider powers in the control of preparations containing alcohol. They are authorized to submit samples to the provincial board of health, and if that body considers them insufficiently medicated to prevent their being consumed for the alcohol contained in them their sale may be forbidden.

The board may also prohibit the sale of alcoholic patent medicines which would be likely to be taken in quantities injurious to health for the sake of the alcohol contained therein. In the near future all well-known patent medicines containing alcohol in any considerable proportion will be submitted to the provincial board of health for analysis.—*Commerce Reports.*

Has Lubricant Account

Levin-Woodward Company, advertising agency, has the advertising account of Wolverine Lubricants Co., New York City. A campaign for this product will run locally for the present.

Joins Metal Parts Company

M. H. Breeze, at one time in charge of publicity for the B. F. Goodrich Rubber Co., Akron, Ohio, has become associated with the Metal Parts Company, Detroit.

Very few people think of
BRIDGEPORT, CONN.

as a

Ship-Building City

One of Bridgeport's ship-yards, the Housatonic Ship-building Company is working on an order for six boats for the Emergency Fleet Corporation to cost Two Million Dollars.

This ship-yard employs close to Two Thousand Men and is working on three eight-hour shifts a day.

DIVERSIFIED INDUSTRIES
 of BRIDGEPORT

"The Wonder City of New England!"

Some Famous Bridgeport Products
"Known and Sold the World Over!"


Columbia Graphophone and Records
 Singer Sewing Machines
 Warner Brothers Corsets
 Weed Tire Chains
 International Co. Silverware
 Locomobile Co. Motor Cars
 Salts Textile Co. Fine Plushes
 Bullard Machine Tools
 Harvey Hubbell Pull Sockets
 Electrical Devices
 Tools

Rubber Goods

and
 FIREARMS
 AMMUNITION
 ORDNANCE
 and
 SUBMARINES

*This field, one of the big merchandise outlets of
 America, is covered "Like a Blanket" by the*

Post and Telegram

 Fully ninety per cent of ALL of Bridgeport's newspaper-reading families are our constituency—and of the "worth-while" families pretty close to ONE HUNDRED PER CENT!

The POST and TELEGRAM

POST PUBLISHING Co., Publishers

THE JULIUS MATHEWS SPECIAL AGENCY

Sole Foreign Representatives

BOSTON—NEW YORK—CHICAGO

Connecticut's Largest Circulation!

*John Galsworthy*

Cosmopolitan's *Part*

HISTORY in the making owes much to the influence of great fiction.

Now, John Galsworthy, the great English writer, is giving the world a wonderful novel about the war through the pages of *Cosmopolitan*. "Saint's Progress," which begins in the September number, will make America's millions realize the war's effect on human thought and conduct.

This is but one of many features by the greatest writers of today with which *Cosmopolitan* consistently stimulates staunch Americanism, and gives its hearty co-operation in the war's aims and their fulfillment.

"Bittersweet" by Fannie Hurst added thousands of stars to service flags; "The Bridge to the Rhine," by Herbert Kaufman,

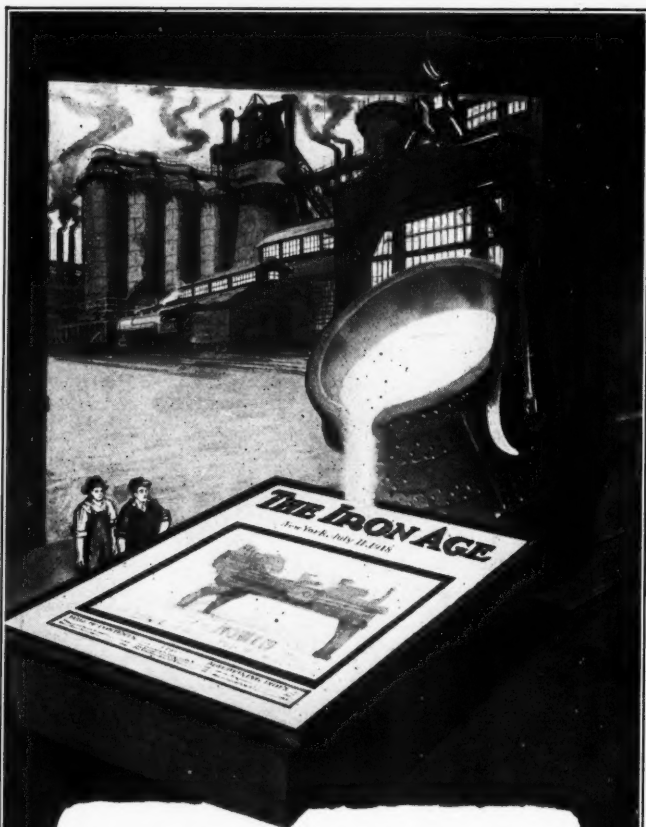
not only had a vast effect on *Cosmopolitan's* million, but many banks in New York displayed a reprint of this editorial during the Third Liberty Loan Campaign.

Contributions in *Cosmopolitan* have been used effectively by the Food Administration, the Red Cross and by various other war activity committees.

Cosmopolitan is playing a part of which it may well be proud in these tremendous times.

Here are a few of the most important timely features *Cosmopolitan* has published during the past year:

<i>Sons of Antaeus</i>	Herbert Kaufman	<i>A Boob Spelled Backward</i>	Fannie Hurst
<i>The Sword of Lexington</i>	Herbert Kaufman	<i>The Fable of the Ripe Persimmon</i>	George Ade
<i>The Immortal Cowards</i>	Herbert Kaufman	<i>The Word and the Sword</i>	Herbert Kaufman
<i>The Hour</i>	Ella Wheeler Wilcox	<i>The Fable of the Family That Forgot</i>	George Ade
<i>Our Cause</i>	Herbert Kaufman	<i>With Proud Weapons</i>	Herbert Kaufman
<i>The Message</i>	Ella Wheeler Wilcox	<i>Joan, Who Leads the Soldiers</i>	Mary Carolyn Davies
<i>Our Part</i>	Herbert Kaufman	<i>My Son</i>	Roland Pertwee
<i>The Smelting Pot</i>	Herbert Kaufman	<i>The Treason Trust</i>	Arthur B. Reeve
<i>Our Invisible Helpers</i>	Maurice Maeterlinck	<i>Beneficent Autocracy</i>	Herbert Kaufman
<i>The Eagle</i>	Charles G. D. Roberts	<i>God, Be Good to Her</i>	Mary Carolyn Davies
<i>The Phantom Parasite</i>	Arthur B. Reeve	<i>A Woman of the War</i>	William J. Locke
<i>Stars, Not Scars</i>	Herbert Kaufman	<i>The Importance of Being a Woman</i>	H. G. Wells
<i>Some Axioms of War Work</i>	Arnold Bennett	<i>The Fable of Those Who Stood the Gaff</i>	George Ade
<i>The Carol of the Guns</i>	Herbert Kaufman	<i>Thousand Mile Chains</i>	Herbert Kaufman
<i>Stop Eating Soldiers</i>	Herbert Kaufman	<i>My Chum</i>	Mary Carolyn Davies
<i>The Black Cross</i>	Arthur B. Reeve	<i>Saint's Progress</i>	John Galsworthy
<i>Democracy Fights On</i>	Herbert Kaufman	<i>The Prowler</i>	Harris Dickson
<i>Bittersweet</i>	Fannie Hurst	<i>Cerise</i>	Maurice Rutledge
<i>The Future of the Earth</i>	Maurice Maeterlinck	<i>When Our Men Come Home</i>	Ellnor Glyn
<i>Sic Transit Caesar</i>	Herbert Kaufman		
<i>The Unsent Letter</i>	Gouverneur Morris		



To meet the demands of Mars, the iron, steel, foundry, machinery and metal-working industries have developed and expanded their resources and facilities to the utmost.

This increased equipment will, sooner or later, be used in the pursuits of peace. A broader and bigger market than ever is accordingly assured—not only now, but also in years to come.

It can be covered completely only through *The Iron Age*—relied upon as a sales medium by more advertisers than any other publication in the world.

"The Buying Units of *THE IRON AGE, Illustrated*" tells more about this great industry. It will gladly be sent to responsible executives upon request.

THE IRON AGE

The World's Greatest Industrial Paper

239 West 39th Street - New York City

How Outdoor Advertising Has Helped the Government

THOS. CUSACK COMPANY

DENVER, COL., July 31, 1918.

Editor PRINTERS' INK:

In an address before the A. A. C. of W. convention, printed in the July 18 issue of *PRINTERS' INK*, Wm. H. Rankin analyzed the cost of newspaper advertising in one of the big Government departments in Washington.

Mr. Rankin says that it took the war to bring out forcibly to the Government, the business man, the banker and the advertiser the full value, force and dominance of the full-page ad in the daily newspaper; that there have been more full-page advertisements in newspapers during the past year than in any other previous three years—used to promote the Red Cross, the Liberty Loans, the Y. M. C. A., Smilceage, K. of C., W. S. S., and every war activity. Display advertising space was contributed by merchants and publications throughout the United States and has become one of the most important avenues for the dissemination of Government appeals to buy Liberty Bonds.

He should mention in his argument the large amount of outdoor advertising that has been done by and for the Government; billboards, bulletins, electric signs, banners and hangers.

Mr. Rankin says that the total cost for all expenses to promote and increase the membership of the Red Cross was 7½ cents per member, compared with the best previous record (made without newspaper advertising) of 16 cents per member, but he neglected in his article to give credit to the outdoor medium as well, because it co-operated with and backed up all newspaper and magazine advertising.

We in this section of the country, Colorado, have done over five thousand dollars' worth of outdoor advertising for the Government, and most of it has been donated. The local committees have paid for some of the advertising, but the bulletins put up at the different postoffices and other prominent public places in Denver, Colorado Springs and other cities were donated free of all expense to our Government. We cheerfully put up these painted signs or bulletins.

Mr. Rankin says: "Only 65/1000 of 1 per cent was the percentage of cost of advertising; \$23,050,550 worth of bonds were sold in Washington; \$15,000 was the total amount spent for advertising."

I know from personal observation the large amount of outdoor advertising that was done in and around Washington for the first Liberty Loan.

Mr. Rankin speaks about \$177,000,000 worth of second Liberty Bonds being sold to 239,500 people at an advertising cost of 27/1000 of 1 per cent, or 2.7 cents per \$100 bond, and that over one-fifth of the total subscribers to Liberty Bonds were from the Chicago district—1,950,000 out of a total of 9,500,000.

When I was last in Chicago I noticed the large painted bulletins, the thousands of twenty-four sheet posters, hundreds of thousands of one-sheets, lithographs,

cloth banners, street banners, perambulators, and I guess most every man, woman and child in and around Chicago noticed them also, all coming under the head of outdoor advertising that helped to boost the second Liberty Loan, and the greatest amount of it was donated free of all expense to our good Government. Mr. Rankin should have mentioned this large amount of outdoor advertising which co-operated and did not knock, but helped to boost and did teamwork with the newspapers and magazines.

Personally speaking, The Thos. Cusack Company and the Curran Company, of Denver, gave large donations in Denver and the surrounding country in the way of outdoor advertising for each of the Liberty Loans, the Red Cross, Food Conservation, sale of Thrift and War Savings Stamps, K. of C., and helped very materially in getting new recruits for the Army and Navy—all by outdoor advertising. This is teamwork. We back up all other media. All advertising men, newspaper and magazine publishers, as well as all other intelligent persons, know that the billboards or bulletins never do knock any other media, but we like to get a little credit or our share of the glory for what good work the outdoor medium has been doing. I know that it was the strong, dominating force of the outdoor medium that was so instrumental in helping to promote and make a success of all the different campaigns and bring them to the attention of the American citizens, as well as to the foreigners who are not educated enough to read, but who do understand and read pictures, as we all know that a picture is worth a thousand words, and the most of those who could not read the English language intelligently understood the pictures.

THOS. CUSACK COMPANY.
JAS. A. CURRAN.

Sherwin-Williams' New Newspaper Campaign

The Sherwin-Williams Company, paint manufacturer, will shortly start an important newspaper campaign in the newspapers of twenty-two cities in which it has branch stores under its direct control. As the firm is rapidly extending its chain of directly controlled branches, it is probable that during the year the campaign is to run, several other cities will be added to the line, which at present includes Albany, Binghamton, New Orleans, Nashville, Waco, Knoxville, Indianapolis, Denver, Dallas, San Antonio, Los Angeles, Baltimore, Columbus, Cincinnati, Detroit, Kansas City, Pittsburgh, Peoria, Fort Worth, Houston, Pasadena and Birmingham. Twenty thousand lines are to be used. Calkins & Holden, of New York, are in charge of the campaign.

DeBow In New Position

W. C. DeBow has joined the advertising department of the *Michigan Manufacturer*, Detroit. He formerly represented *American Boy*, also of Detroit.

13% Advertising Gain in July
262,836 Lines Gain in Seven Months
28% Circulation Gain in July over previous July
27% Circulation Gain in Seven Months
July Circulation, 66,534 Net Paid

The Des Moines Capital

has gained in advertising and circulation every month of this year. The Capital is the most popular and most influential it has ever been in its history. It is the big, substantial evening newspaper of Des Moines and Iowa.

The circulation at the time this advertisement was written is averaging 70,000 daily, which is the largest newspaper circulation in the state of Iowa.

The Capital's growth during the past year has been due to its newspaper qualities, based upon such splendid services as the Chicago Daily News cable war service, the Frank Simonds' criticisms, such comics as Mutt and Jeff, Goldberg, Fontaine Fox, etc.

The Capital's big gain in advertising has been made in spite of increased advertising rates, and the Capital has been the only evening newspaper in Des Moines to increase its advertising rate this year.

The Des Moines Capital

LAFAYETTE YOUNG, Publisher

O'Mara & Ormsbee, Inc.....New York and Chicago Representatives

A Harder Advertising Push for Fuel Conservation This Fall

The Outlines of the Campaign to Begin October 1—Brevity of Copy to Be Leading Characteristic

BEGINNING on October 1 and continuing right through the autumn, winter and early spring, the U. S. Fuel Administration will prosecute the most ambitious advertising and publicity campaign it has yet undertaken and one of the most pretentious that has been projected by any of the Government's institutions or organizations for war service. Fuel conservation is the objective of this campaign, even as food conservation has been in the parallel drives of the Fuel Administration's twin the Food Administration. The propaganda will have a number of angles but the appeal in all instances will be to the ultimate consumers.

One single, smashing thought at a time seems to be the keynote of the Fuel Administration's new advertising policy.

It would, perhaps, be unjust to say that any of the advertising copy that Uncle Sam has sponsored for any war need has been verbose. Unquestionably, however, some of it has gone into detail to a considerable extent. Some of the posters even have been criticized as loggy with language.

How far the Fuel Administration plans to go in this matter of concise copy is indicated by placing side by side two posters designed to bring about the conservation of gasoline. Last year, the U. S. Bureau of Mines, in co-operation with the National Automobile Chamber of Commerce, got out a "Don't Waste Gasoline" poster that may be taken as representative of former fashions in Governmental copy. It was a "preachy" poster because, for all its brave burst of yellow and red, it enumerated with more or less detail some fifteen measures "to prevent unnecessary losses," clinching the argument with a diagram expressive of the apportionment of gasoline con-

sumption. Set over against this, as an illuminating example of the new school of Governmental copy writing, we have the "Save Gasoline" warning of the Fuel Administration. There is an all-pervading "Don't," followed by half a dozen admonitions such as "permit leaks," "spill any," "use for washing," "run engine while standing," "leave tanks or cans open," and "waste lubricating oil."

This gasoline copy is, however, actually prolix compared with some of the copy that is coming from the Fuel Administration this season. A Leyendecker poster that is to go forth in an edition of a round million copies carries its message in the single word, "Stop," visualized by a representation of a profligate coal consumer in the United States throwing lumps of coal in the faces of the American soldiers in the trenches.

ENCOURAGEMENT TO BURN WOOD

Then there is the poster copy that was selected to encourage the burning of wood as a substitute for coal. A large number of designs were submitted in a contest arranged to produce ammunition for this phase of the campaign but choice finally fell on a picture showing Uncle Sam hard at work with buck and saw. The slogan here will be "Saw Wood and Save Coal." It is an admonition applicable in a figurative as well as literal sense. Indeed, the officials at the Fuel Administration pride themselves on this design, in that they feel that the tensed muscles and the look of grim determination on the face of the nationalistic sawyer breathe the whole spirit of the war.

Last year the institution presided over by Administrator Garfield launched a conservation campaign on a scale modest as compared with the present undertaking. The

campaign concerned itself only with economy in the use of coal and was directed conspicuously at firemen in the boiler rooms of industrial plants and everyday householders who were urged not to heat rooms to a temperature in excess of 68 degrees. This conservation campaign was followed during the past spring and summer by the campaign to induce the public to "Order Now" or "Order Early" the coal for the winter of 1918-19, the idea being to acquaint producers and dealers in good season with the precise requirements of the domestic trade.

Confronted by the very serious situation from which the country cannot hope to escape unless there is an unprecedentedly mild winter, the Fuel Administration in the campaign which starts October 1 will hammer home the idea of 100 per cent efficiency, not only in the case of coal but likewise with respect to every other class of fuel. Mention has already been made of the "Save Gasoline" and "Burn Wood" angles. There will likewise be a "Save Kerosene" offshoot aimed at that portion of the population which makes use of coal oil for illumination, cooking and heating.

"LIGHTLESS NIGHTS" UP TO PUBLIC

Upon the success of parallel campaigns designed to persuade users to cut down the consumption of gas and electricity will probably depend whether the resurrection of the lightless nights order that has sent illuminated advertising signs into eclipse will have to be followed by a "rationing" system that would restrict all consumers, even householders, to a percentage of their former or normal meter readings. This effort on the part of the Fuel Administration to sell the public on the conservation of electricity was launched this summer, when, for one thing, thousands of electric fans were tagged with a card on which was imprinted, "This fan is run by electricity generated by coal. When you leave shut it off."

A unique advertising drive is being made to line up the nation's locomotive engineers and firemen

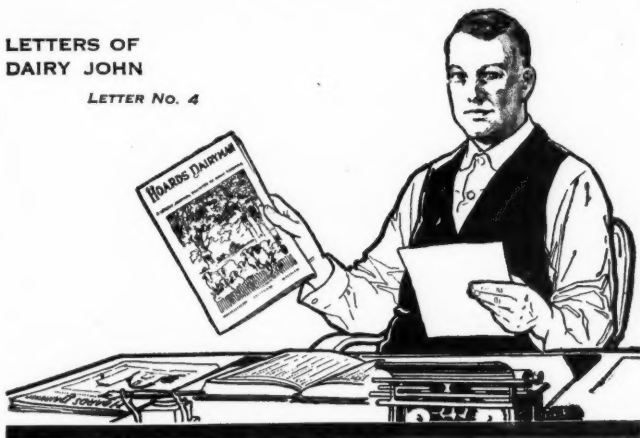
for coal conservation. The Fuel Administration's advertising and publicity department is endeavoring to place in every engine cab in the country a card six by nine inches in size which shows, on the one hand, a trench scene with American soldiers, and on the other hand a railroad yard with a locomotive in the foreground. The catch line reads, "Our Army—Khaki and Overalls," and there is the supplementary text, "The Engineer and Fireman of this Engine Are Members of the Fuel Administration Pledged to Save Every Pound of Fuel Possible."

This placard, designed especially for the railroad field, is significant in that it indicates the form of sales effort that is to be relied upon, beginning this autumn, to line up the entire population of the country for fuel thrift and the spirit of sacrifice. Last year the Fuel Administration made its first venture into this field with the "Tag Your Shovel" crusade which was promoted principally by the school children of the country. There will be no encore on this number this winter, but instead the Fuel Administration will unreservedly follow the example of the U. S. Food Administration which has been so successful in enlisting co-operation by means of the membership plan, evidenced by the signing of pledge cards. The Fuel Administration will have a distinctive pledge card which will obligate the signer to operate his own furnace no matter whether he be an everyday citizen, who is reconciled to the job from motives of personal economy, or a multi-millionaire who will swing a shovel solely on the score of patriotism. The pledge-signer also obligates himself to observe the furnace regulations of the Fuel Administration which will be found in condensed form on the reverse of the pledge card.

Not all the ammunition that is being made ready for the coming drive by the Fuel Administration is of the character of the short, blunt slogans above referred to. The Administration can go into details when occasion demands, and various occasions are planned

LETTERS OF
DAIRY JOHN

LETTER No. 4



Dear Mr. Advertiser:

The Cow is the foster-mother of the human race and wherever man has followed in the path of this gentle creature great has been his reward.

Between the native cow mother who yielded but enough milk to suckle her offspring and the modern Dairy Queen, Duchess Skylark Ormsby, the champion dairy cow of the world, lies twenty centuries of civilization. This wonderful animal produced 27,761 lbs. of milk in one year, equivalent to 12,912 quarts or 1,506 pounds of butter.

Agriculture is America's greatest industry and Dairy Husbandry is the chief division of Agriculture. Kings Cotton, Corn and Wheat must stand aside when the Dairy Queen approaches. More than a billion dollars is added yearly to the country's wealth by its dairy herds.

The Dairy Farmstead of today has changed completely from a generation ago. It has become a manufactory equipped with modern devices and machinery. Invention and engineering have so amplified and enriched the field of Dairy Husbandry that it takes rank as a new profession. Labor has accepted Art for its twin and Science for its teacher.

Yours truly, *Dairy John*

REPRESENTING HOARD'S DAIRYMAN.

New York City is the Great Terminal Depot of Railroads

Just as all roads lead to Rome, so every railroad on the American Continent practically leads right into New York City. There are over 290,000 persons daily entering or departing from New York City on passenger trains.

This enormous transient trade while in New York City spends on an average over \$10.00 per person.

At strategic points where traffic is densest, you will find the dominant 24-sheet poster displaying your message in a graphic, understandable way.

A persistent use of poster advertising in New York City, effectively localizes the appeal of your national campaign.

We shall be glad to go over your advertising possibilities as they concern New York, and tell you frankly what our medium can do for you here.

**VAN BEUREN & NEW YORK
BILLPOSTING CO.**

**515 Seventh Avenue
NEW YORK CITY**

to be observed by a series of nine bulletins. These are being prepared by Prof. David Moffatt Myers, advisory engineer, and their mission will be to acquaint owners and operators of power plants of all kinds with the how and why of everything that can be done to attain fuel conservation. Dovetailing with the circulation of these conservation booklets will be the showing of a special motion picture film entitled "Coal Economy," showing right and wrong ways of firing, etc. This film will be "routed" by one of the leading commercial film companies with the idea of securing a showing within the next few months at every industrial plant in the country that has facilities for projection.

A MANUAL FOR USERS

The everyday householder will be reached by means of a manual or primer that will aim to present in comprehensive manner the directions for the proper and economical operation of the various types of furnaces or boilers to be found in American dwellings. The first edition of this booklet of instructions will probably not exceed 500,000, which may appear modest as compared with the editions of 200,000 ordered on the technical bulletins that are to go to power plant executives and firemen. That half a million copies may suffice for the circulation of a document that it is desired to get into every home where there is a steam, vapor, hot air or hot water heating plant is due to the fact that a number of the leading magazines of general circulation have promised that they will run practically in full in their October or November numbers the copy that will later go out in booklet form.

For the circulation of all this advertising the Fuel Administration will employ, in the main, machinery similar in make-up to that employed in other Governmental efforts of like scope. Posters will go to every postmaster in the United States and posters as well as pamphlets, etc., will gain currency through the State and Coun-

ty Fuel Administrators. The street car advertising bodies will take care of their end of the advertising field and the bill posting interests have promised to give space for the posters.

The only genuine innovation in the advertising distributive plans thus far arranged involves the circulation of the "Save Gasoline" poster which it is desired to bring to the attention of every car owner and driver. In this case the Fuel Administration will not depend upon its own branch offices or other ready-to-hand channels, but is making up a special mailing list which is designed to embrace every public garage in the country, every automobile or tire service station and every gasoline store or auto supply store where gasoline or lubricating oils are carried. It is understood that this original list, as it now stands, comprises close to 100,000 names, and, inasmuch as the first edition on the "Save Gasoline" poster will be 250,000, it is a fair supposition that there is prospect of additions to the list.

Shir-Gar, a New Garter, Seeks a Market

A new men's garter which is being advertised to a limited extent in daily newspapers is the Shir-Gar, made by the Washington Manufacturing Company, of Nashville, Tenn. The campaign, which runs only during the summer months and is in the hands of the C. T. Hancock Company, New York, is employing four-inch, single-column copy carrying an illustration of the garter in use. While originally designed as a garter for summer wear, there is good reason for believing, according to retailers who handle it, that it will soon become an all-the-year round proposition.

The Washington Manufacturing Company makes neckties, handkerchiefs and other furnishing goods for men. Its venture into the advertising field has thus far proved so satisfactory that it has under advisement an extension of the list of mediums now in use and also a continuation of its advertising during the cold months of the year.

New Accounts for House of Hubbell

The House of Hubbell, Cleveland, recently secured the advertising accounts of the Kaynee Company, Cleveland, and the S. Korach & Co., Cleveland.

Abandons Bulk Sales and Pushes Its Brands When Materials Lessen

Western Candy Company Makes the Most of Its Opportunity When Sugar Becomes Scarce

By A. H. Deute

WHEN the Food Administration requested candy manufacturers to cut down to 50 per cent sugar the company with which I am connected was making a general line of candy. On account of the limited population in the Northwest, where we are located, the line was much more varied and much longer than would have been the case had a factory with that volume of business been located nearer the centre of population.

With the reduction in the sugar supply, the problem which confronted us less than a year ago was this:

How can we, without indiscriminate price advances, maintain somewhere near our former dollar volume and, while following in every detail the wishes of the Food Administration, keep our business stabilized and in the best possible shape to go ahead when conditions again become normal? In other words, while the existing conditions are not of our making, they are here for us to accept, but how can we make the best of them?

To begin with, we realized that it was not the desire of the Government to have any manufacturer suffer needlessly. It just happened that much sugar was needed elsewhere and the best place to get this sugar quickly was from the stocks ordinarily used by the candy manufacturers.

We did not believe that the Government wanted any manufacturing enterprise to act the martyr, but, on the contrary, expected every industry to accept war-time conditions, adapt itself to those conditions and try to make progress in spite of handicaps which war-time conditions made necessary.

Reasoning along the theory that the candy industry is a staple peace-time industry and that the money to be made out of the industry depended largely on the amount of mental energy and thought that was put into it, the management decided that even under present restrictions there was a splendid opportunity for advancement—if not from the standpoint of immediate growth and profits, at least from the standpoint of building for the future.

HAD TO TURN "CALAMITY" TO ADVANTAGE

And so with these general theories in mind the question resolved itself into this: "How can we make the most of the present conditions and how can we turn to advantage what at the moment seems to many men in the industry to be a great calamity?"

Looking around, it was found that the general trend of opinion among candy manufacturers was that the thing to do under these conditions was to retrench, to cut down every single item of expense, to get along with the fewest possible salesmen, to discontinue advertising, and, far from trying to go ahead, to try to do nothing more than just keep head above water. This was during November and December, 1917.

Believing in the future of the candy industry and feeling satisfied that the attitude of most candy manufacturers afforded a splendid opportunity to an aggressive firm to dominate at least its immediate market, our officials on January last announced the most pretentious advertising campaign ever undertaken by a Western manufacturer of candy. This included nothing less than a series of advertisements in a national

Dixie Went Way "Over the Top" In Buying Liberty Bonds

RETURNS from subscriptions for the Third Liberty loan show that every Southern district **VERY LARGELY OVERSUBSCRIBED** its quota; in fact, the South exceeded the average of every district in the United States except the Minneapolis district.

How did this happen? There is only one correct answer: Southern people had more money to spend than the folks in other sections.

And being so, this suggests an almighty reason why you should advertise your goods in Southern territory—in Southern newspapers **NOW**. You don't have to wait till fall when the farmer is supposed to have plenty of money. Every day is harvest time in the South. Every day millions of dollars' worth of fruits, berries, melons, vegetables or staple products start away from Dixieland to market.

Put yourself in position to offer your goods in exchange for some of this Southern wealth. Advertise in the people's favorite periodicals—The Daily Newspapers—the Standard Daily Newspapers of the South.

ALABAMA

Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS

Little Rock Arkansas Democrat

FLORIDA

Jacksonville Times-Union
Miami Herald
Miami Metropolis
Palm Beach Daily Post
St. Augustine Record
St. Petersburg Independent
Tampa Times

GEORGIA

Albany Herald
Athens Banner
Atlanta Constitution
Atlanta Georgian and Sunday American
Atlanta Journal

GEORGIA (cont.)

Augusta Herald
Macon News
Macon Telegraph
Savannah Morning News

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal
and Louisville-Times

LOUISIANA

New Orleans Item

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Greensboro News
Raleigh Times
Rocky Mount Telegram
Sallisbury Post
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal

SOUTH CAROLINA

Anderson Daily Mail
Charleston American
Columbia State
Greenville News
Spartanburg Herald
Spartanburg Journal

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Nashville Banner
Nashville Tennessean and American

TEXAS

Beaumont Enterprise
Beaumont Journal
Ft. Worth Star-Telegram
Galveston News
Houston Post

VIRGINIA

Lynchburg News
Petersburg Daily Progress

[Prepared by Massengale Advertising Agency, Atlanta, Ga.]

weekly and the use of a string of the finest hand-painted illuminated bill boards.

Instead of decreasing the sales force, salaries of the old men were raised to keep pace with increased living conditions, and even a few additions made to the force. All this in spite of the fact that the output was far oversold and all the candy that the factory could make under restricted conditions could easily have been sold without the use of any salesmen at all.

The reasoning which prompted this action was as follows: "Every other candy factory in the West is apparently keeping under cover and attending more to conserving expenses than to trying to develop properly for the future. Undoubtedly under these conditions the great mass of people are going to forget those brands, and this should leave a clear field for anyone who is willing to make a bid for domination. By being willing to bet on the future standing of candy as a food product we can right now get our brand across more economically and with less opposition than under normal conditions. So as long as we feel confident of the future of the industry let's see if we can't make great headway right now in getting our brand known, so that we will be in good shape to start a real offensive as soon as conditions become normal. In other words, when things become normal we want to be ready to go ahead, ready with a trained sales force, keyed up to a high pitch and with the added advantage of a line which has been gaining in consumer acquaintance while most lines were being forgotten.

HAD TO STRETCH AVAILABLE MATERIALS

Then came the question of how to produce the maximum number of branded packages of candy with the amount of material available, and this led to a complete revision of the lines being manufactured. Instead of a general line, largely made of bulk candy, sold in pails and cases, sugar was diverted from the manufacture of that class of goods into the manu-

facture of candy suitable for packing in re-sale packages which could bear the firm name to the ultimate consumer. This was merely a matter of detail in the manufacturing department and without loss of time the company found itself in possession of a sufficient production of one particular class of candy—assorted chocolates—made with the maximum amount of fruits, nuts, chocolate, raisins and such ingredients, with the result that better poundage could be secured than by using the allotment of sugar to make stick candy and mixtures.

A house organ was started and all desirable dealers put on the mailing list, and through this house organ, "The Chocolate Drop," the general plan of the company is being presented to the trade and the reason for advertising is kept before the dealer.

Instead of going out to sell mixed candies and penny specialties, the salesmen are devoting their time to the development of good accounts where branded package goods are featured. From a factory which before the war sold most of its output in bulk form the company is now selling a constantly increasing proportion in branded re-sale packages, and in spite of the fact that at this writing the sugar allowance is only 50 per cent of normal there is plenty of work to keep the sales force busy finding new markets for these branded specialties made from sugar which formerly went into unbranded bulk candies.

With the aid of advertising this distribution on the branded lines is being rapidly attained. Instead of permitting its organization to fall into a condition of laxity and staleness through inactivity, the entire organization is being kept on the move. The great underlying object is to make progress in spite of temporary conditions, and above all to keep out of the organization any tendency toward disintegration, which is so often the result of being oversold.

The Chas. H. Eddy Co., newspaper representative, has been appointed to represent *The Lynchburg News* and *The Daily Advance*, Lynchburg, Va.

- ✓Strength
- ✓Toughness
- ✓Beauty of Finish
- ✓Uniformity
- ✓Individuality
- ✓Body
- ✓Variety of Colors
- ✓Moderate Price

Systems Bond

checks up on every point to the lasting satisfaction of all who use it for commercial or correspondence purposes.

If you are not using

SYSTEMS BOND

why not send for testing samples and prices?

Eastern Manufacturing Company

General Sales Office

501 Fifth Avenue, New York City

Mills

Bangor, Maine
Lincoln, Maine

Western Sales Office

1223 Conway Building
Chicago, Ill.

Higher Prices Have Not Hobbled the Sale of Advertised Articles

Many Lines Seem to Be Selling Just as Much as at Former Lower Prices

SURVEYS of trade conditions since the revenue act of 1917 went into effect show that in the case of most articles where the taxes have been "passed along" there has been no sales slump. Especially has it been noticeable that the volume of business has held up in the case of nationally advertised articles.

The Ways and Means Committee of the House of Representatives in contemplation perhaps of widespread increases in the scope and extent of consumption taxes, has inquired specifically of manufacturers who have appeared at this summer's hearings as to the manner in which trade has borne up under the special levies already imposed. Questions with this intent were put to Marion Dorian, of the Columbia Graphophone Company, after he remarked that the force at the Bridgeport factory, which ordinarily numbers 3,000 persons, has latterly increased to about 4,500—not at all due, he added, to any direct benefit from the war. Mr. Dorian stated that the 3 per cent tax that has been imposed upon talking machines has not checked demand in the slightest degree, but he went on to predict that if the tax is advanced beyond 6 per cent the volume of sales would be adversely affected. "There is a limit commercially," he said, "to what can be done in the direction of passing a tax on to the consumer."

The manner in which war-time conditions have benefited the silk trade was interestingly reflected by Dr. J. A. Schwarzmann, of Schwarzenbach, Huber & Co., of New York. Said he: "The demand for silk has increased according to the fact that cotton and wool are mostly used for Government uses. The Government is using cotton and woolen goods for its own purposes, so

it is natural that people have finally got to go to silk. Silk is not an expensive article to-day. It will never be possible to put silk in the list of non-essentials. It is a fact to-day that you can buy for \$5 a better shirt waist of silk than you can buy of cotton, and the shirt waist of silk will wear twice as long, and the more the Government uses cotton and wool the more silk will be essential."

"Tell me," interposed Congressman Fairchild, "if silks have gone down what happened to make silk shirts to-day approximately twice what they were a year ago?"

"I don't believe," replied the manufacturer, "that they cost twice as much as they did a year ago except where the retailer, maybe, is making a profit. If you have paid twice as much as before the war, that's very reasonable, because raw silk is at least twice as high as before the war, and our manufacturing costs have increased, wages have increased, and have approached nearly a 100 per cent over the pre-war standard. You have to take into consideration the advance in raw silk, but it is not that so much which makes the market but the demand."

PEOPLE WON'T ECONOMIZE IN CANDY

An apparent condition which has attracted considerable attention during the past year has been the tremendous increase, as it appears to the casual observer, in the demand for candy—not merely the demand in the camps and cantonments, but the additional pressure upon the trade, at least in the large cities. It appeared as though the greater the emphasis the Food Administration placed upon the need to conserve sugar the greater the demand from all classes of the public, for candy, as though by exer-

Insuring Repeat Business for Your Salesmen

The ranks of salesmen are rapidly changing under present conditions. And the probability is that this problem may grow still more acute.

As a result, the salesman's personality as a business getter and holder may necessarily play a less important part with dealers. Thorough technical training is becoming more and more difficult to give the changing selling organization.

The solution lies in simplifying marketing—in creating a consumer acceptance by publicity that will lessen resistance in securing original orders from dealers and make their fill-in and repeat orders come more nearly automatically.

We will appreciate an opportunity of discussing this with manufacturers who find themselves affected.

Mallory, Mitchell & Faust

ERNEST I. MITCHELL
President

(Incorporated)


PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Occupying the Eighth Floor of the Security Building
Chicago, Illinois

Established 1904





**THE BUYING POWER
BEHIND THE SPACE**

Men and women prominent in all walks of life—men and women who can buy any product that anyone sells and anyone needs, can be reached and influenced through an advertisement in the *New York City Telephone Directory*.

Your copy in this "most used and most useful book in New York" would have *two and one-half million chances a day* of being seen and acted upon. Better let us give you further information. Just call, write or telephone your nearest commercial office.

NEW YORK TELEPHONE CO
Directory Advertising Department
 15 DEY STREET ∴ NEW YORK
 Telephone ~CORTLANDT~ 12 000.

cise of the power of suggestion. Having in mind the everyday spectacle in the shopping districts of the national capital of persons standing in line to purchase the more expensive brands of trade-marked candy, the members of the Ways and Means Committee have been wont to ask specifically of witnesses from the trade as to the cause of the boost in candy sales.

Walter C. Hughes, secretary of the National Confectioners' Association, answering questions of this kind, remarked, "The demand for candy is very large. The confectioners' profits during the year 1917 were on an average higher than they have been for several preceding years, and that was for various reasons. They have been able to get a larger business, as you might say, upon a higher plane, and to eliminate certain conditions in their plants. In other words, they have been able to market their products more intelligently, and, therefore, their profits have been greater."

LIQUOR CURTAILMENT HELPED "SOFT" DRINKS

That in the case of certain lines of advertised specialties the increase in business, in the face of war taxes and other new influences, might have been even greater than it has proved but for certain deterrent influences has been brought out by H. T. Cummings, of the National Association of Manufacturers of Flavoring Extracts. Speaking of the effect upon the soda-water industry and kindred lines of the decrease in the use of ardent spirits, he said: "Unquestionably our business has been encouraged, but it has been impossible for us to meet that encouragement and that demand because of the limitation in the use of sugar."

Shortage of supply in a manufactured line may operate to give a deceptive impression of increase in consumer demand, according to the representations of officials of the Automobile Chamber of Commerce and other spokesmen for the motor industry. Their claim

has been that despite the sharp increase in the retail price of most automobiles, and in the face of the fact that in many cities the dealers are unable to make deliveries of cars at all commensurate with demand, the factories were showing, even before the Government's present restrictions went into effect, a falling off in production. Alfred Reeves, general manager of the National Automobile Chamber of Commerce, contends that in his industry, although prices are up, the companies are not making on their regular line anything like the profit they would make in normal times, owing to the fact that production has been cut. The companies, he declares, have not been able to make and sell half as many automobiles as was contemplated for the current period before the war upset calculations.

Music Dealers' Joint Campaign Effective

At the close of a three-months' cooperative advertising campaign the Milwaukee Association of Music Industries report that good business in musical instruments generally has resulted.

This is the second of such campaigns this body has conducted, the first having been waged from November, 1917, to the middle of January, 1918.

This most recent campaign had as its slogan, "Music Will Help Win the War."

Newspaper copy consisted of sketches of members of the association, with the individual's own view on music's value in war times. The association's signature and trade-mark appeared in all this copy.

More general copy on the place of music at this time also ran at intervals, in half-page newspaper space.

Delaney Branch Manager of A. B. C.

Lawrence J. Delaney has been appointed manager of the New York office of the Audit Bureau of Circulations. He was recently associated with E. A. Westfall, publisher of the *Boston Advertiser-American*, and before that was connected with the Chicago office of the A. B. C.

New Account for Bowers

The Thos. M. Bowers Advertising Agency, Chicago, has the account of the Cinderella Dye Soap Corporation. An extensive campaign starts shortly.

Is It Impracticable to Educate Customers to Use Product Economically?

Here's a Tire Man Who Says It Is

By W. S. C.

[EDITORIAL NOTE:—W. S. C. is an executive with one of the leading advertisers of automobile tires. The readers of *PRINTERS' INK* will be interested in his argument that it doesn't pay to try to educate users to get the most out of the goods. *PRINTERS' INK* has gotten other responses to the article by C. M. J. Notably, one manufacturer of a food product read the article and forthwith was convinced that he had received the suggestion that would overcome a troublesome "sticking point" in his sales. His new advertising campaign, based upon a definite service feature, is now in the course of preparation. It is curious to contrast the reactions of the food-products man and the tire man.]

C. M. J. in his article on "Advertising and Service" in the July 4 issue of *PRINTERS' INK* suggests nothing new, from the tire manufacturer's standpoint, when he asks "if it isn't reasonable to suppose that if one of the big tire companies honestly and intelligently told people how to use tires so as to get out of them all there is in them, it would not only make itself solid with its customers but it would also, in time, gain the good will and the patronage of those who are not now customers."

Where has C. M. J. been all of these years that he has failed to observe the thousands, yes, millions of dollars that have been spent by tire manufacturers in an effort to tell the public "How to care for tires?"

The pity of it all is that more than one of those manufacturers have come to entertain serious doubts as to whether the public appreciated this information from the factory.

From C. M. J.'s standpoint, there are two things to consider in the preparation of copy: "Will it benefit me?" or "Will it benefit the public?"

Does C. M. J. for one minute think that tire advertising men ex-

ist who would expect results from copy that conveyed to the public the impression that the purchase of such and such an article would simply increase the profits of the manufacturer? In other words—are there any of them foolish enough to plead with the public to "buy it for my sake?"

It is obvious that the primary object of all advertising is to create a demand. To create that demand, the writer must show the public why it will benefit by the use of his product. That is what the majority of tire copy writers are always trying to do.

ONE ASPECT OF THE QUESTION

Experience has shown that the public looks to the dealer more than to the manufacturer for information concerning tire treatment. The manufacturer fulfills his duty by telling the public what kind of a tire he builds, why it is superior in quality and what it will do in the way of mileage. He creates the demand for the tire and then turns the tire over to the dealer. The dealer is the connecting link between the manufacturer and the public and the dealer is the one to win the confidence of the public by careful advice concerning the care of tires.

The tire dealers have done their share in educating the public how to care for tires. Practically every progressive dealer has spent considerable money along this line in the newspapers besides distributing the factory helps on "How to care for tires" that are sent to him direct from the manufacturing plant.

And right here is another point that C. M. J. appears to have overlooked. Strange as it may seem, the ordinary layman cares little for

Detroit News Circulation Lead Greater Than Ever

For over 40 years The Detroit News has led all local competition in both circulation and advertising.

The News week-day lead in city circulation has rarely been less than 100% over its nearest competitor—it is now more than 140%.

Detroit has grown 200,000 and the News city circulation has grown over 50,000 in the last three years. Meanwhile the city circulation of other Detroit week-day papers show increases of 3,900 and 8,900, and a third paper has decreased 3,100, based on latest sworn statements.

In city circulation The Detroit News has now a 20,000 lead over all three week-day competitors combined.

The Detroit News week-day lead in total circulation now exceeds 100,000 over any competitor.

The Detroit Sunday News leads its only Sunday competitor by more than 35,000 or 40% in city and more than 29,000 or 20% in total net paid circulation.

Advertisers can completely cover Detroit and surrounding territory with the News alone, at one advertising rate, and avoid wasteful duplicate circulation.

These are some of the reasons why the News has been for three years either first or second in America in volume of paid advertising, has a 65% lead over any local competitor in space carried for the first 6 months of 1918 and is favored with more than half the total advertising appropriations expended in Detroit week-day papers, while three competitors divide the rest.

THE ADVERTISER'S OPPORTUNITY —DETROIT AND THE NEWS— DAILY AND SUNDAY

"Always in the Lead"

*Circulation Exceeds 215,000 Daily
165,000 Sunday*

expert tire knowledge on his own part. He expects a certain mileage out of his tires. If they reach or exceed that mileage, he is satisfied. If not, he usually buys another make of tire. When it comes to tire treatment, the changing of tubes and the repairing of tubes and casings, the average layman does not want to be bothered. In fact he will not be bothered if there is a tire station nearby.

Furthermore, the tires themselves are indirectly benefited by this attitude on the part of the consumer. It is as impracticable for an inexperienced motorist to undertake the actual repairing of his tires as it would be for the average man to attempt to put a neat patch on his trousers. The tailor might have written out instructions most carefully on "how to patch trousers," but the average man would make a horrible job of it—probably ruin the trousers, from the standpoint of appearance.

Shoe polish manufacturers and dealers have for years endeavored to educate the public to shine its own shoes. There remain thousands, however, who will not even think of attempting it. In the first place, it is more or less of a dirty task and in the second place the bootblack will do the work much better.

The same situation applies in no small degree to treatment of tires.

There are three very good reasons why it has been found impracticable to spend a considerable advertising appropriation in an effort to tell the public how to care for tires so that they will render the maximum mileage. First—the proper care of tires requires a vulcanizing outfit; second—to obtain the maximum tire mileage the repairing of the casings and tubes must be done by one with expert knowledge and the average motorist has no time during which to acquire the necessary training; third—not one motorist in a thousand has the garage facilities essential for proper tire treatment and repairing.

Therefore, it is obviously the duty of the dealer to furnish that

service for his customers. All dealers advise their customers concerning tire care, and tons of literature are released annually along that line. With this in mind, why spend money unnecessarily to cover ground already covered?

As to cars equipped with various makes of tires. It appears to me that that is invariably due to nothing but keen competition in the tire selling business. To overcome this situation, there are manufacturers and dealers who endeavor to sell their tires by the pair or set—by offering special inducements when more than one tire is purchased. Nevertheless, the bump of curiosity appears to be unusually prominent in the heads of motor car tire users and it is almost impossible to get them to cling to one make of tire unless the dealer who sells that tire has something especially attractive in the way of service offers.

Ask the man who has various makes of tires on his car why he didn't purchase another tire of such and such make and almost invariably his reply will be something like this:

"Oh, I don't know. The other tire was all right, but so and so has been after me hard for a long time about tires and I decided to give one of them a trial."

And that is the long and short of the whole business. The average motorist has little personal preference for tires and, if given a chance, he would be apt to try out the 429 varieties before he was through.

After close to ten years in the tire advertising business, the thought is forcibly driven home that the manufacturer will not find it advisable to devote his advertising columns to tire treatment. Better devote those columns to information about the tire. Urge the dealer to assist his customers in prolonging the life of their tires and that branch of public service will have been amply taken care of.

Charles H. Nylander, formerly with the Russell M. Seeds Company, Columbus, Ohio, is now in the advertising department of *Better Farming*.

CONSERVATION OF PAPER

*For the People
By the Government*

The War Industries Board at Washington put into effect August 1st certain regulations relative to weights of Book Papers.

The entire trend of this ruling is for lighter weights in Machine Finish, Super-Calendered, English Finish, Antique Finish and Coated papers.

This means a conserving of raw materials and coal—an equal amount of printing surface per ream of paper and the consequent production of a greater number of reams within a given time.

The Seaman Paper Company, through its entire national organization, have carried out for years this very idea. It stands for economy in manufacture and its consequent benefit to the consumer—not only from the standpoint of paper cost, but equally as great from the standpoint of distribution charges on the printed sheet.

SEAMAN PAPER COMPANY

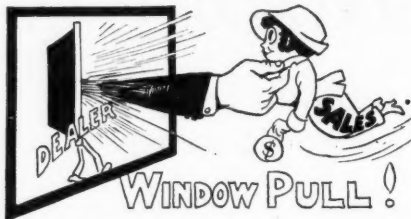
Chicago
St. Louis
Cincinnati

Milwaukee
Minneapolis
St. Paul

New York
Buffalo
Philadelphia

Builders and distributors of paper for every known use

Sig-No-Graph Sells Through Dealers' Windows



Cutouts, attractive window signs and the inducing of proper displays of his product by the dealer is the problem of every sales manager. A Sig-No-Graph in your dealer's window assures attention for your product, for its everchanging light effects never fail to arrest the notice of passersby. The Sig-No-Graph is life itself to any display of merchandise.

Write for our booklet—"Winning Sales With the Sig-No-Graph."

THE SIG-NO-GRAPH

NATHAN HERZOG

433-435 South Dearborn Street, CHICAGO

A Substantial Gain

For the first seven months of 1918 **YOUNG PEOPLE'S WEEKLY** already has exceeded by 807 lines the total linage for the entire year 1917. A record of substantial results, founded on reader-confidence, explains this increase.

YOUR sales message, in this result-producing young people's paper, means responsive, active Buying Influence exerted in behalf of your product in over 200,000 substantial homes—85% in towns under 25,000.

The rate is 75 cents per line, \$600.00 per page.

YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Roy Barnhill, Inc., 23 East 26th Street, New York
Archer A. King, Inc., People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Advertising as the Antidote for Public Prejudice Against Substitutes

Alternative Product Must Be Right Before It Can Be Successfully Advertised as "Just as Good" as Original

By Leonard Etherington

I KNOW many veteran sales directors who have always held that it is much easier to introduce a new article than to introduce a substitute for an old one. When the use of an article becomes ingrained, it is hard to get people to divert their tastes to something different. They will change from one brand to another much more readily than they will try an entirely new alternative for the product.

The current experiences of many manufacturers seem to prove that these sales directors were right. Those concerns who are to-day trying to introduce substitutes for old products are running up against this standpat trait in human nature.

There is strong prejudice against substitutes, alternatives, make-shifts and expedients. People feel that they want the genuine or nothing. However, very often this prejudice is unreasoning. The alternative may be as good as the original. In some cases it may be better. Anyway, it will serve the purpose just as well. To use it is far better than to go without the product.

Overcoming this prejudice and making people appreciate the value of alternatives is a nice problem in merchandising and in its twin brother, educational advertising. It requires intensive work. The fundamentals must be right. Too much cannot be taken for granted. In introducing substitutes it is easy to make a false start, due principally to ignoring this prejudice.

There is probably no instance where this prejudice against substitutes is so ingrained in the public mind as in the matter of foot-

wear. That "there is nothing like leather," has been told us for so long that it has been a very difficult matter for manufacturers of other materials for shoe making to convince the public that they could in any way compare with leather. Mr. Hoover's problem of teaching the American people to use corn, rye, oats, rice and other grains in place of wheat, has been a comparatively simple task in proportion to that of inducing people to buy shoes made of anything but leather. We did know that corn was the staple diet in some countries, that rye bread was largely used in others, that the Scots grow sturdy on oats, and that the teeming millions of India and China live on rice. But go the world over and you'll everywhere find that people wear footwear made of leather.

NECESSITY BOOSTED LAGGARD DEMAND

There have been leather substitutes on the market for years, but they did not gain much favor. A few years ago, however, when practically all kinds of leather began to advance sharply in price, all sorts of substitutes began to appear. It was a golden opportunity for manufacturers of these goods to get their products firmly established. The mistakes they made in marketing and advertising form an interesting chapter and should be instructive at the present time, to teach manufacturers how not to go about getting the public to accept a substitute for something they are used to and like.

When one reads an advertisement of a gold mine or oil well that tells that the property being

exploited is richer than the famous ones in either field, which have proved bonanzas, one instinctively feels that the advertisement is likely to be a fake. So, a few years ago, when hides and leather soared in price, numerous rubber, fibre, felt and other composition soles and other materials for uppers, flooded the market. The public was told that they were "better than leather," and that shoes made from them would keep their shape, last longer, be waterproof and look better than any leather shoes ever made. The most extravagant claims were made for the new materials.

Now, it is well known that rubber soles had never been satisfactory for ordinary wear. For sports and similar use, where the chief desire is for lightness and flexibility, rubber soled shoes filled the bill very well. But for everyday use they have never been popular. Rubber heels, which are removed from the feet by several thicknesses of leather are, of course, a different matter.

Of course, among the many substitutes for leather put on the market, some were meritorious, but the consumer had no way of telling the good from the bad. And the unfortunate part of it was that many shoe manufacturers, when buying them, didn't make any effort to find out whether they were buying long wearing or poor stock for their shoes. Many of them were governed in their choice mainly by price, and bought the cheapest.

LEATHERLESS SHOES ARE BEING SOLD

There are shoes on the market to-day that haven't a trace of leather in them. For light wear, for indoor use, and for slippers they wear fairly well. But it can be said without fear of contradiction that so far no material for making the vamps of walking shoes has yet been made that is at all satisfactory, or will stand the wear, except leather. The creasing that takes place with every step and the acid dampness of the average human foot soon

wear out any material yet devised to take the place of leather.

After buying fibre soles in those days, shoe manufacturers found difficulty in working them. They hadn't learned then that they couldn't use as short a stitch on them as on leather. As a result a great many pairs were spoiled in the making or broke through when worn a few times. When setting, or polishing the edges of the soles, difficulties were also experienced for a while.

Then, when these shoes were put on the market retailers began to have troubles of their own. Many people wouldn't buy because they didn't look as dressy as leather shoes. The fibre soles, too, looked like rubber, felt like rubber, smelled like rubber, and having had dubious experiences with rubber soled shoes for ordinary wear, many customers refused to buy them.

DEALERS' TROUBLES HURT SALES

The retailers had other troubles with some of the new footwear. If kept on their shelves for any length of time or to the following season, many of the so-called fibre soles cracked, or would crack after being worn a short time. As a result the National Association of Shoe Retailers commented adversely against fibre-soled shoes, and this naturally hurt the sale of them very greatly.

There were, of course, some good fibre soles made even then. But the public at large got "sore" on them and wouldn't buy them. As a result a great many brands of poor substitutes simply disappeared. Those few brands that were really good managed to keep going and by improving their product and giving satisfactory service, have created a certain market for their output. Still, it can be truthfully stated to-day that the general public is not yet "sold" on any substitute for leather for shoe use. By far the great majority of people wear leather soled shoes.

That this is realized by the manufacturers of fibre soles is proved by the fact that two of the largest

A Prosperity Message

from

Farm Stock Home

Minneapolis, Minnesota

Foremost Farm Paper of the Northwest

The value of wheat, oats, barley, rye and hay in the states of Minnesota, North Dakota, South Dakota and Montana for 1918 is

\$1,116,631,870.00

an increase of \$395,648,000 over 1917.

Figures on Flax, Corn, Potatoes, Butter, Cheese, Eggs, Hogs, Cattle and Sheep will come later.

Get your share of this by using the columns of FARM, STOCK & HOME, the paper that is being watched for eagerly every issue, because it is doing practical, big, money-making things for the farmers.

\$50,000,000.00

of this increase is due to the fact that FARM, STOCK & HOME got twenty cents added to the 1918 wheat price.



REPRESENTATIVES

- A. H. Billingslea.....No. 1 Madison Avenue,
New York, N. Y.
J. C. Billingslea.....1119 Advertising Building,
Chicago, Illinois.
A. D. McKinney.....Post-Dispatch Building,
St. Louis, Mo.

makers of these goods, in their trade paper and other dealer advertising, recently gave retailers specific information on how to handle customers who hesitate to try a leather substitute shoe. Some of these suggestions were given recently in **PRINTERS' INK**.

To-day, a different situation from anything in the past confronts the shoe trade. The Government has prohibited the use of leather more than $8\frac{1}{2}$ irons thickness for civilian footwear, and most of the best leather of all kinds is required for army use. It may be mentioned incidentally that an iron is one-forty-eighth of an inch. For women's turned sole shoes and for spring and summer styles, soles of less than $8\frac{1}{2}$ irons thickness are heavy enough. But when it comes to shoes for winter, the case is different.

Of course, if a manufacturer wants to make a heavy sole, more than $8\frac{1}{2}$ irons thick, he can take two lighter soles, cement them together and then sew or peg them on to the shoe. Such a sole while fairly satisfactory, is never as good as a single heavy sole. After a time the strain is bound to make the parts come loose slightly. Dampness is then bound to get in and cause the leather to deteriorate. It is also to be feared that the old-time squeaky shoes would be common once more if such soles were made.

All these facts make it certain that composition soles and substitutes for upper leather will have another opportunity to gain popularity.

WHAT ABOUT CLOTH TOPS?

I have not mentioned cloth tops for shoes, because the situation regarding them is peculiar. Along with other substitutes for leather they had a great vogue several years ago. For laced shoes they were fairly satisfactory. For button shoes, unless made of material that does not stretch easily, they soon wrinkled and became unshapely. Then came the craze for shoes of all sorts of colors to match skirts and stockings and whatnot. Leather tops again be-

came the fad and are so when this is written.

The Government, however, has decreed that women's shoes shall not be over eight inches high and that colors shall be limited to black, white and two colors of tan. This should ordinarily serve as an opportunity to revive cloth tops. But in this case manufacturers and retailers won't have to create a demand, for it looks as if they will be hard pushed to fill orders. This is because the Government is commandeering practically all wool and manufacturers of materials for making cloth tops do not yet know how much, if any, will be allowed them.

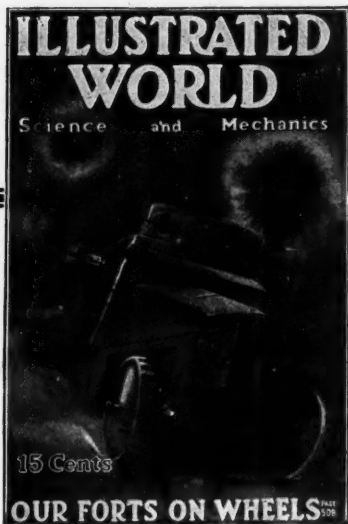
A similar situation confronts the manufacturers of fabrics for shoe linings. One of the methods of conservation recommended in the recent Government regulations for shoe making reads as follows: "To use skeleton forms for full fabric linings in low shoes where good quality of sheep-skins have heretofore been used. This is owing to the Government's use of sheepskins for jerkin leather." Of course, grades of sheepskins not required by the Government may be used for civilian footwear, though prices are apt to rise considerably.

Skeleton linings are only recommended and not mandatory in the Government regulations. But shoe manufacturers are beginning to wonder how soon it will be necessary to use them altogether in low shoes and find some substitute lining material for high shoes for winter wear. So far, no lining stocks in the hands of shoe manufacturers have been taken, but manufacturers' and dealers' stocks have been commandeered by Government agents in more than one instance.

NOW THERE ARE "PURE SHOE LAWS"

In the matter of counters, inner-soles, box toes, heels and other parts of the shoe, very satisfactory substitutes for leather are on the market and have been used to a considerable extent.

For a long time certain shoe
(Continued on page 89)



This is number seven of a series of advertisements which should convince you of the importance of ILLUSTRATED WORLD as an advertising medium.

Our NEW WORLD WAR ATLAS contains large scale maps of all the battle fronts. It should be on every advertising man's desk. Ask for your copy. It's free to executives.

On the Magazine Map

Less than a year ago ILLUSTRATED WORLD started its big circulation climb. In eight months it gained 150% in newsstand circulation alone.

ILLUSTRATED WORLD is on the magazine map—to stay. Editorially and mechanically, no expense is being spared to make it the most interesting, best printed magazine in its field. Every month shows a satisfactory circulation gain.

Sell your product to the 130,000 wide-awake men and women who read ILLUSTRATED WORLD every month. The cost is extremely low, only \$125 per page or 96 cents per page per thousand. Circulation guaranteed by A. B. C. audit.

Illustrated World

Publication Office:
58th Street and Drexel Avenue
Chicago, Ill.

Eastern Advertising Office:
381 Fourth Avenue,
New York City

WHEAT SAVERS

eat them daily
for the best
in every package

ARMOUR'S
THIN
CORN FLAKES

Cook in 10 to 15 minutes *Fresh from the oven*

For Breakfast Luncheon and Dinner

The Armour

THESE cards do two or three things, refreshingly in-
basic scheme requires color for its true expression;
life-like colors, the container is shown actual size
passing glance to deliver their message, nor is their li-
along with the readers of all other mediums combined—
hour, day after day.

STREET RAILWAYS AD

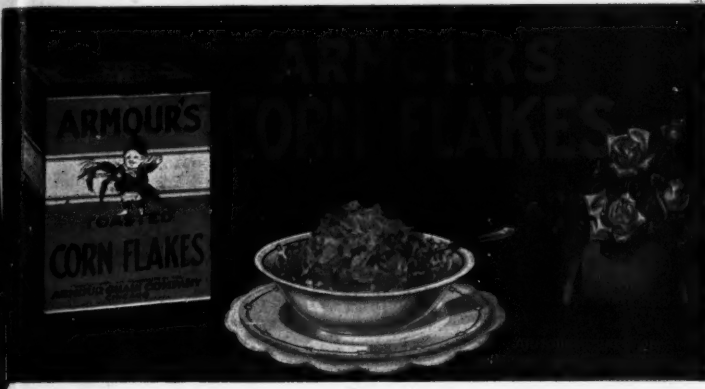
CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFFICE
Candler Bldg.,

Why we must

ARMOUR'S
THIN
CORN FLAKES

WHEAT SAVERS



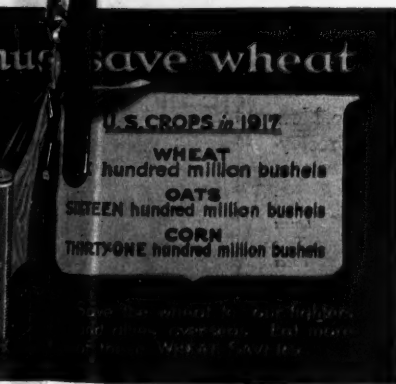
Armour Cards

freshly individual to Street Car Advertising. Their whole expression; the *appeal to the palate* is made in tempting actual size in full colors. They do not depend upon a is their life snuffed out in an hour or a day; they *ride combined*—constantly, tirelessly—day and night—hour after

WAYS ADVERTISING CO.

HOME OFFICE
andler Bldg., New York

WESTERN OFFICE
Monadnock Bldg., San Francisco



CUTS BY NEW CENTURY COLOR PLATE CO. N. Y.



Pleasing Customers

THAT'S OUR REPUTATION

Our booklet "A Feather in Our Cap" containing testimonials from pleased customers, will be sent to you for the asking.

Our Service, Quality and Workmanship are in Class 1A, and enables us to produce the highest standard in printing.

Our representative will call and assist you in any of your printing problems.

Our address, 461 Eighth Avenue, New York City. Telephone, 3210 Greeley.

Agency
Work a
Specialty



Latest
Type
Faces



manufacturers, particularly in the West, have largely advertised that their shoes were "all leather." These concerns have been mainly responsible for the so-called "pure shoe laws" that have bobbed up periodically in many State legislatures in the past few years. What will they do in the event that leather shortages and increasing costs compel them to use materials other than leather?

Well, the French have an expression when confronted with shortage of food or clothing, rising costs and other unpleasant incidents, that they are compelled to put up with at present. "C'est la guerre," they philosophically exclaim in explanation of every untoward circumstance. So we may expect these manufacturers to make shoes of such materials, leather or otherwise, as they can get, and simply say, "It is the war," in explanation of their change of front.

That the Government is anxious to conserve leather as much as possible and is seeing to it that the trade shall understand and follow the regulations recently promulgated is proved by a circular letter recently sent out to the trade by C. F. C. Stone, chief of the Hide, Leather and Tanning Materials Section of the War Industries Board, which reads:

"This section asks your co-operation. This can be rendered most effectively by purchasing only those styles of shoes for the spring season of 1919 which have been made in accordance with the board's recommendations. It is essential that every possible method of conservation be instituted for the successful prosecution of the war. We therefore request you not only to assist in making these recommendations effective, but also to institute every possible economy in the spirit of the general plan for conservation in the industry."

WILL HELP SUBSTITUTES

All these evidences on the part of the Government to curtail and save leather are bound to affect very favorably the use of all sorts

of leather substitutes, if the prejudice of the great mass of the public does not interfere. That the consumer is the final arbiter is unquestioned. This has been proven in England, where the prejudice against any substitutes, no matter in what form or how good, has made it all but impossible for retailers to sell anything but all leather footwear. And this in spite of leather shortage acutely felt there, and standardized footwear for sale in every shoe store.

At the present time fibre soles are not selling, simply because public demand has suddenly ceased. I have just talked with the manager of a large concern making fibre soles. Less than a year ago they had orders for ten times as many pairs as they could make. To-day they can make ten times as many as they have orders for. And the experience of this concern is not an isolated one.

ITALY REGULATES FOOT GEAR, TOO

In this connection it is interesting to note that Italy has started to regulate footwear. Certain standards are provided and no shoes, whether of imported or domestic manufacture, may be sold after October 1, which do not conform to them. It is also provided that the sale price to the public be stamped on the soles of shoes and shall not exceed the manufacturer's price by more than 25 per cent after August 1. All shoe factories working on civilian shoes are ordered to devote a portion of their production to shoes made of leather substitutes.

Now, what are the manufacturers of shoes and of leather substitutes planning to do to wean back the public to the use of fibre soles and other substitutes?

In anticipation of an enforced use of their products, and of the known prejudice of a large proportion of the public, the manufacturers of standard brands of fibre soles, such as Neolin, Rinex, Textan and Duplex, are planning educational campaigns on a three-fold scale. They are going to get manufacturers of high grade shoes to extend their sample lines with

fibre soles. They are going to get the retailers to stock them. And they are planning big campaigns to get the public to buy them.

At the recent Shoe Style Show, in Boston, to which manufacturers, retailers from many cities, and the public thronged in large numbers, the fibre sole people had large and interesting exhibits. They showed that fibre soles can be channeled and sewed like leather and the bottoms and edges finished in a dressy manner. They had sample shoes, made by the best known manufacturers of high grade footwear, showing that the finished product conformed with the requirements of the most exact, and that their colors conformed with leather soles, black, tan and white. Their exhibits created very favorable impressions and many good orders were booked. The retailers who attended the show were among the most progressive in the country, and their favorable reception will help considerably to reinstate fibre soles in the good graces of shoe retailers all over the country.

The Government recently bought samples of fibre soles of several standard makes to be made up for army shoes. If these shoes wear satisfactorily, it is expected that large orders will be placed, in which event the effect on civilian buying will naturally be very favorable. Some time ago the Government placed an order for 75,000 fibre-soled shoes for the Navy.

One of the largest shoe manufacturing concerns in the country, which has large factories in various towns, evidently believes that there is a great future for fibre-soled shoes. They take the stand that what the average person wants is a shoe that holds its shape and wears well, and that he doesn't really care what the sole is made of, if it looks like leather. So they have been experimenting independently for some time to obtain a fibre sole that wears well, can be easily worked and when finished cannot be distinguished from leather. From samples I have seen, they seem to have suc-

ceeded in their efforts. They claim that the soles have worn well in actual use and that they will not deteriorate if kept over for a season on the retailers' shelves. These soles can be stamped to look like the brands that are commonly burned on the soles of high grade named shoes. When finished, only an expert can tell that the soles are not leather.

Instead of trying to make cheap fibre soles to be sold at a price to satisfy the demands of manufacturers who want to make shoes for cheap trade, the fibre sole manufacturers are beginning to realize that their salvation lies in exactly the opposite direction. By making high grade soles that wear as well as, or better than leather, look like leather and can be finished well on the edges and bottoms, they can hope to get the manufacturers and retailers of high grade footwear interested. If fibre soles are accepted by the better class of trade, it will then be a comparatively easy matter to induce the masses to buy them.

"We believe that the new regulations will inevitably increase the demand for fibre soles, cloth tops and most any available substitutes for leather," the sales director of a prominent shoe manufacturer told me. "However, while we believe that the fibre sole will meet this demand, we doubt if there will be any greatly increased supply of cloth tops and similar material, as apparently the shortage is going to be just as keen in such things as in leather. We expect to use more fibre soles, but not very much more of other substitutes."

The outcome will be well worth watching by manufacturers in many other lines, particularly if the war continues for many months to come, and substitutes are a necessity in other lines of industry.

Promotion for J. A. Gilbert

Office Appliances, Chicago, has appointed J. A. Gilbert assistant general manager. Mr. Gilbert has for some time been with this publication in another capacity.

Mr. Binks to See You, Sir!

Even Business Cards Have Their Advertising Value

By Frederick C. Kuhn

FOR forty minutes he had waited unwillingly outside closed doors. And while he thusly cooled his heels, his temper rose to boiling.

"Ding bust that fellow Flotsam," he fumed, "bet my time's as valuable as his."

Just then a printer's devil, grimy and grinning, marched along the corridor, a bunch of galley proofs streaming behind like flags on a coal baron's yacht. Through some freak association of ideas, the caller thought of inky finger-marks, and pulling out a blank pasteboard, pressed his thumb on one of those perpetual inking pads which loll around every office. Chuckling at the novelty of the hunch, he made a mock Bertillon record on the card.

"Here, boy," he cried to the youth behind the counter, "take this in to Mr. Flotsam—don't say it's from me." And through the purple fingerprints he scribbled, "I want to see you quick."

Flotsam possessed a lively imagination. Right away he stopped dictating to the blonde lady. "Show the gentleman in."

The rest was easy.

Breaking down the physical barriers in business is an art no less inferior to overcoming the chill indifference of the average buyer. Few business men are keen to interview the caller whose name is unknown—or if the purpose of the visit is not a wildly exciting one. So the man whose profession it is to interview prospects—the insurance solicitor, the reporter, the representative—must often employ the gentle art of camouflage. A touch of humor or some suggestion of the mysterious frequently helps the salesman to secure his much-coveted interview.

One of the most successful representatives for a prominent importing firm carries two kinds of business cards. The first gives his regular address and is used

for established customers. The second is employed exclusively in visiting new trade. It mentions the salesman's name and at the bottom lists the London address of the firm. There is no definite statement that the man comes direct from abroad. But the mere international suggestion gets him quickly inside the sacred inner office. The man with a foreign or otherwise hard-to-pronounce cognomen often has a task to get people to remember it. One salesman—he sells ladies' lingerie in New England—happens to be named Oswald. It is not especially difficult. Yet he prints it on his card: Os-wold. An odd touch that people remember! And curiously when they first receive the card, nine out of ten buyers recall some personal grievance of their own names being mispronounced. So the ice is broken.

Out in Denver there used to be a contractor named Blacker. His business cards were printed with the supplementary title "a little blacker than black." A bright young fellow who represents a prominent linseed oil crusher always sends in two cards when calling.

WELL! WELL!

The first gives his correct name. The second merely reads "Lynn C. Doyle."

"Where's the other gentleman?" buyers will ask. When the explanation is made a laugh follows, and every laugh brings the caller closer to his prospect. The salesman's name happens to be Nettleton. Yet, half of the people dub him Lynn C. Doyle. (Think hard.)

Not long ago a gentleman called to interview the president of a large New York bank. He had arranged no appointment and possessed no card.

"What name shall I say?" inquired the stenographer.

"No name. Mr. Magnum doesn't know me."

"Then will you state your business?"

"Purely a personal matter."

The girl took the message. A little later she returned with the report that Mr. Magnum was too busy.

"Then I'll call again," said the mysterious stranger.

The next day the same process was repeated. Again the banker was "too busy." The third day the banker's curiosity became aroused. "Send him in," he commanded.

"I am in the insurance business," this salesman told me when relating the incident. "Magnum is a busy man. If I had sent in my card he would have turned me down. So I wove a little mystery around it. He thought me either a crank or a member of the secret service. I knew that eventually he would fall for it—most do. And I sold him."

Time to Heave the Copy Jonahs Overboard

THE MILLER RUBBER CO.
AKRON, O., July 30, 1918.

Editor PRINTERS' INK:

Your July 25 issue, containing your editorial, "Let's Intern the Superlative," hits a popular chord with the writer.

About every other business is having the objectionable kicked out of it either forcibly or voluntarily. There is no reason why advertising cannot be cleaned up also.

There are many promotion schemes and fly-by-night companies which are using up the resources of the nation to get the public into some never-to-be-successful venture.

I think it is a mighty good time for every vigilance committee and advertising man to get busy and use all his persuasive power with the newspapers to clean out some of the columns carrying fraudulent and filthy advertising. Superlative is one. Comparison is another. Questionable art is a third. Ungrammatical copy a fourth. Misuse of space, such as paid reading notices, fifth.

And there are many more objectionable phases with which you are more familiar than I.

W. S. CAMPBELL.

Molitor Is Isko Sales Manager

E. C. Molitor, formerly with the Cadillac Motor Car Company, Detroit, is now general sales manager of the Isko Company, Chicago.

Don't Hoard Paper, Says Donnelley

Efforts of printers, lithographers, carton manufacturers, etc., to stock up on paper in advance to anticipate a rumored shortage are decried by T. E. Donnelley, chief of the pulp and paper section of the War Industries Board. Such action, says Mr. Donnelley, may result in a "runaway market."

"In a recent letter to printers and manufacturers of paper products, he says:

"Information has come to this office that many manufacturers are stocking up on paper, chip board, and other materials against an expected shortage during the coming winter.

"Such practice will create a runaway market, is against the interests of the trade as a whole and should be discontinued.

"No firm should carry a stock at the present time larger than it carried at this time a year ago. The mills have no way of gauging the market except by the number of orders they have on hand, and if they have orders for large quantities of materials which are not needed at present, it will crowd out orders required for immediate delivery and will have a disastrous effect upon the market.

"Firms may place stocking-up orders with the mills, but they should explain to the mills that they are such orders and that the mills may run on them when they have vacant time."

William Bliss, Comptroller of Boy Scouts

William Bliss, who has been secretary and assistant treasurer of the Frank Presbrey Co., New York, for many years, has resigned his position to become comptroller of the Boy Scouts of America, a position which has just been created by that organization.

The Boy Scouts of America is now a Federal incorporation. Its growth has been so tremendous since the war that it has been found necessary to have a comptroller in charge of its finances, and Mr. Bliss was selected for this position by the executive board of the Boy Scouts.

Moore Now a Colonel in British Army

Harold A. Moore, who has been in the British service since the opening of the war, has been appointed assistant director of air organization at London with the rank of lieutenant-colonel.

Colonel Moore is a Canadian and a member of the firm of Smith, Denny & Moore, Ltd., advertising agents of Toronto. He is director of the London office of Collin Armstrong, Inc.

He was the first advertising man decorated for gallantry in action, receiving the Military Cross and a majority after the battle of Neuve Chapelle.



40th
Year

TO be spoken of highly by one's clients is, to our thinking, success itself. We have always so accepted it. A good name brings with it commercial success, but our knowing that men say "It is a good agency" repays us for the work we do to earn such praise.

W. H. H. Hull & Co. Inc.
Tribune Building. New York
Established 1878

*A lighter, better paper
for catalogues—*

one that reduces mailing costs
and increases printing results

FEATHERCOAT

The super-light enameled book paper for half-tone and color printing

Made in 25 x 38—46 lbs. and 25 x 38
—37 lbs. Before placing your next
paper order, let us make up a
dummy for you of Feathercoat

BERMINGHAM & PROSSER COMPANY
Chicago Kalamazoo New York

How the Movement of Crowds Affects the Sale of Your Goods

The Peculiar Habit of People in Keeping to the Right in Doing Their Buying

MANUFACTURERS have always assumed that if they could get their displays into the retail store, that all was well. Little concern was given to what part of the store the goods were placed in. Whether they were on the right or left didn't make any difference. If the product were displayed in fair prominence, the manufacturer was content.

Now, however, we are learning that various sections of the store differ in sales value. Products that are shown in one place are much more likely to be sold than those that are shown somewhere else. This is explained in an interesting article by Fred C. Kelly, entitled "Ants and People" in a recent issue of the *Dry Goods Economist*.

"You see a crowd of people moving about a store, and at first glance nothing could be more ant-like, more dependent on human whim and chance, and less according to rule, than their movements," says Mr. Kelly.

"Yet it is possible to know not only where most of the crowd will go, in a store, but, in a general way, what they will buy. Once you know where most of the people are going to walk, you can tell where is the most effective spot to display things that one especially desires to sell. One may even lay off the floor space of a store into small sections and figure out—knowing where the people will walk—the rental value of each section.

"In a store 20 feet wide by 100 feet deep, for example, the space in the first ten feet back from the street, including the show windows, is worth almost one-fourth as much as the entire floor area.

"And there is a point on the right hand side of the middle aisle, between fifteen and twenty feet back from the front entrance,

which is the most advantageous selling place in the store. If you were offering a bargain in candy, for instance, you could not possibly sell as much anywhere else—other things being equal—as you could right at that space.

"And what is the reason? Why isn't the space just as good on the left hand side? Or a little nearer the door?

"One of the contributing forces which determine space values in a store is the fact that people in America are accustomed to keep to the right. Whether driving along the street, or strolling along the sidewalk, we ordinarily adhere to this rule.

"In a store we can walk in any direction we see fit—toward whatever display of goods attracts us. But for a moment we seem to forget that we are no longer required to follow traffic regulations. Having entered the store we continue to keep to the right.

CROWD LARGER AT THE RIGHT

"One may glance into almost any busy store at any hour of the day and observe for himself how much larger the crowd is at the right than at the left of the front door. In big stores where there are ladies' rest rooms on each side of the first floor, the one on the right is nearly always used about twice as much as the one on the left.

"After proceeding down the aisle at the right-hand side for a short distance the majority of shoppers appear to become disgusted with trying to force their way through the crowd ahead, and then it dawns on them that there is no law against walking on the left side of the aisle. At any rate they begin to cut across to the other side. But having crossed over, once more there is a tendency to keep to the right, and

This is No. 6 of a series of 9 advertisements

No. 7 will appear in the next issue



Unique

Magazines, Magazines, Magazines—dozens of monthlies—but only ONE weekly magazine for women. You may find it difficult to choose between the many monthly magazines in making up your advertising lists, but remember there is only the ONE weekly magazine for Women.

One hundred thousand women have each paid \$3.00 per year to listen to the editors of WOMAN'S WEEKLY. This exclusive new field should not be neglected by advertisers of any up-to-date product.

These subscribers have bought WOMAN'S WEEKLY—they will buy your product.

Woman's Weekly
A Magazine of Service to Womankind

10 cents a copy \$3.00 a year

Published by
THE MAGAZINE CIRCULATION CO., INC.
333 S. Dearborn St., Chicago Est. 1906—Inc. 1908 303 Fifth Ave., New York

OVER 50,000 WAGE EARNERS

Out of an estimated population of over 80,000 Chester industrial establishments are employing over fifty thousand people. The rest of the population is enjoying the fruits of their labor. Their earnings exceed \$50,000,000 per year by a considerable margin. A large percentage of this money is being invested right here in Chester. The Chester stores are doing the business of their lives. Never has this city been so prosperous.

Advertisers should take care of this great market and talk to the people through their home papers which they take and read for both local and foreign news.

*The Only Daily Newspapers Published in Chester City
and Delaware County*

**CHESTER TIMES and
THE MORNING REPUBLICAN**
Chester, Pa.

FOREIGN ADVERTISING
303 Fifth Avenue, N. Y.

FRANK R. NORTHRUP, Manager
1510 Assoc. Building, Chicago



EXPORT TRADE

and

"PUNCH"

AN Advertiser who has used "PUNCH" for years writes:

"Your sureness as to the value of "PUNCH" may be readily forgiven when one has found *by the test of actual experience* that enquiries come from all PARTS OF THE WORLD for the BEST QUALITY ONLY.

How eagerly every page of "PUNCH"—from cover to cover—is read by Britons in every clime many advertisers can testify. Wonderful business results have been traced directly to "PUNCH'S" Foreign Sale.

You—if you would seek the patronage of Britons at home or scattered far the wide world over—can choose no better medium to reach them than "PUNCH," with its universal circulation and its strictly high-class public.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, Eng.

they gradually swerve back again. There is a general scattering as they get farther from the entrance, but more people reach the extreme rear of the store on the right than on the left side of the aisle.

"And a counter at the rear of the store is a better place to sell goods, by the way, than a counter a few feet nearer the front. For people, having gone to the turning-around place, are likely to pause and glance about them before starting back.

"Now, if they continued to bear to the right on the return trip they would swing over to what is the quieter side of the store. But the strange thing is that they return toward the front on what is then the side to their left, the same side that they came in on. The reason is that the incoming traffic tends to force them to the left.

THE BEST SELLING SPACE

"At a certain point—which varies according to the size and arrangement of the floor area—the incoming and the outgoing traffic meet and criss-cross. It is the counter nearest to this point that is the best display place in the store. For, not only are there more shoppers there than any place else, but they are compelled, because of one another, to move slowly and have opportunity to look at whatever is displayed about them.

"As already stated, this point in a store having a floor area of, say, 20 by 100 feet, would be in the neighborhood of eighteen feet from the front door on the right hand side. A counter directly in front of the door might attract more attention than anywhere else, but it would block the aisle too close to the entrance. On either side of the entrance are, of course, excellent selling locations. In fact, there are *more* square feet of good selling space there than anywhere else. But the one little spot of greatest selling possibilities is farther back.

"This problem of where people walk in stores, and why they do it, excited the interest, some time ago, of a Cleveland advertising man and statistical expert by the

name of Jay Lee Cross. For a period of two or three years Cross conducted experiments in stores of different kinds in various places. He tried selling small articles in different parts of the stores under all manner of conditions. Usually he used candy—small sugar wafers—in conducting the experiments.

"An inexpensive article had to be employed for such tests, for it is obvious that the selling power of one location over another would not be so applicable to the more costly articles which require thought and consideration before buying. A man may have his attention attracted to a toothbrush or an assortment of candies, and buy, but the mere fact that he suddenly comes upon a clump of pianos does not mean that he will order one sent home.

CONDITIONS WILL AFFECT SELLING

"One of the difficulties of Cross's experiments lay in the fact that it was necessary for him to make proper allowance for varying conditions. For instance, to sell more candy in one part of a store on Monday than in another part on Tuesday would not prove anything. Because there are more shoppers on Monday.

"Moreover, even if the number were the same, people are rather more likely to spend money freely on Monday than on Tuesday.

"Then the weather, rain, cold, or a warm spell, each exerted an influence over people's desire for candy. By making a careful count, however, of the number of persons entering a store, and making such allowance as his experience had taught him was proper for each change in conditions, Cross finally learned a number of things about people which enabled him to formulate some fairly positive rules.

"He found out that a display in the window at the right of the main entrance is much more effective than one in the left-hand window—simply because people enter a store at the right-hand side of the door and are likely to look at the window on the way in.



FOR RENT—This beautiful city jail—no prisoners for two years. **REASON**—Prohibition—**REASON FOR PROHIBITION**—Eleven years of constant advocacy by **THE LEDGER**.

The Warrior River is the longest canalized river in the world. It is within a few miles of BIRMINGHAM, and will float to tidewater, and the ports of the world, coal, iron, timber, steel and the heavy manufactured products of this city and section, under the direction of the U. S. Government.

By-product coke ovens consume more than one-fourth of the coal output of the state, producing millions of tons of coal tar and its 365 derivatives. Among these are toluol and attar of roses.

BIRMINGHAM has oversubscribed her allotted share of every war purpose: 150 per cent for the first Liberty Loan, 189 per cent for the Third Liberty Loan. Her last Red Cross allotment was oversubscribed 300 per cent.

\$2,000,000 of public school bonds have been voted by BIRMINGHAM citizens.

\$500,000 of bonds were voted for a municipal auditorium and \$500,000 for extension of municipal water and lighting plants.

BIRMINGHAM is the center of great clay and cement manufacturing.

BIRMINGHAM is a big lumber manufacturing center.

Alabama has the greatest natural potential water power in the United States—700,000 horse power developed and under development.

BIRMINGHAM and trade radius, with 750,000 population, are thoroughly covered by **THE LEDGER**.

"In BIRMINGHAM nearly everybody reads **THE LEDGER**."

More than 22,000 city, more than 33,000 city and suburban, more than 40,000 subscribers, more than 30,000 of whom read no other BIRMINGHAM newspaper.

THE BIRMINGHAM LEDGER COMPANY
BIRMINGHAM, ALABAMA.
James J. Smith, Publisher.

THE JOHN RUDD COMPANY
Advertising Representatives

Tribune Building Chicago
Burrell Building New York
Chemical Building St. Louis

MEMBER AUDIT BUREAU OF
CIRCULATIONS

OKLA

The Wonder State *of the Nation*

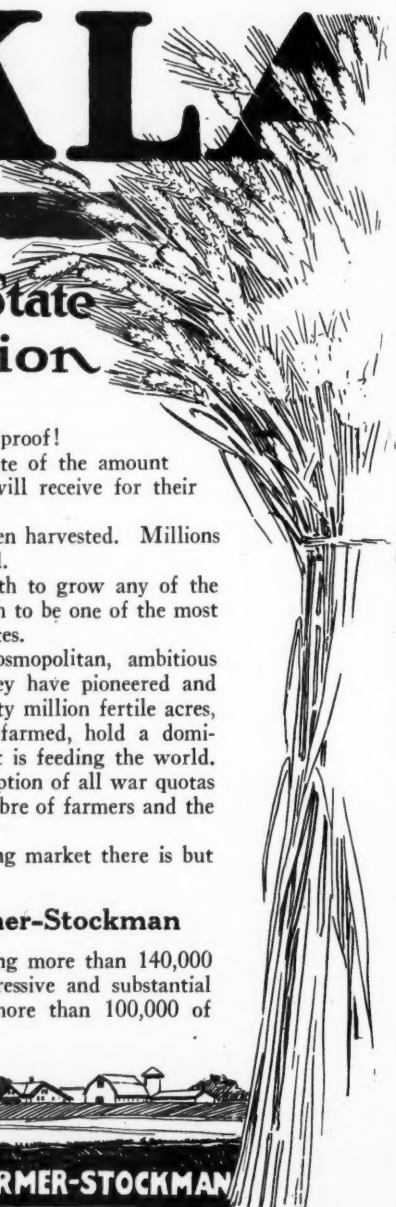
- Four hundred million dollar proof!
- That's a conservative estimate of the amount of money Oklahoma farmers will receive for their farm products this year.
- A bumper wheat crop has been harvested. Millions in ready cash are now in hand.
- Oklahoma is far enough north to grow any of the grain crops—far enough south to be one of the most important cotton growing states.
- Oklahoma farmers are a cosmopolitan, ambitious and progressive people. They have pioneered and succeeded. To-day their thirty million fertile acres, scientifically and intensively farmed, hold a dominant place in the factory that is feeding the world.
- The unparalleled over-subscription of all war quotas is tangible evidence of the calibre of farmers and the abundance of wealth.
- To reach this rich, overflowing market there is but one medium to consider—

The Oklahoma Farmer-Stockman

- It dominates the field, reaching more than 140,000 of the most prosperous, progressive and substantial farmers of the Southwest—more than 100,000 of them in Oklahoma.



THE OKLAHOMA FARMER-STOCKMAN



HOMER

Oklahoma's Need for the Farm Tractor

- There are more than 200,000 farms in the State of Oklahoma.
- Which represents the cultivation of about 30,000,000 fertile acres.
- There are approximately 3,500 tractors in use in the State, and a present market for many times that number.
- Oklahoma farmers realize that *power farming* has come to stay.
- 67,000 young men drafted from the farms of Oklahoma bring the realization of the vital necessity of the use of the tractor as never before.
- More than 140,000 progressive, energetic and optimistic Southwestern farmers buy, read and believe in the *Oklahoma Farmer-Stockman*.
- It is their advisor and counselor in the things they are vitally interested in.
- It is the medium to carry your message to them.

Rate 60c Per Line Flat

Oklahoma Farmer-Stockman

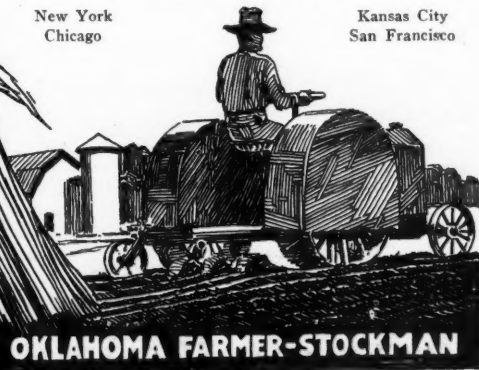
Oklahoma City, Okla.

EDGAR T. BELL, Advertising Manager

E. Katz Special Advertising Agency, Representatives

New York
Chicago

Kansas City
San Francisco



THE OKLAHOMA FARMER-STOCKMAN

Does *the* Post Card Come Back?

YOUR direct-by-mail advertising is employed to get direct returns, and on the amount of these returns depends its effectiveness. And the results you get out of it depend on the amount of skill and "printing-sense" put in it as well as on the excellence of your copy.

That's where the Cargill Organization can be of great help. It combines the highest mechanical skill and equipment with wide advertising experience,—a combination absolutely necessary to get the effectiveness that gives pulling power—that brings back the replies.

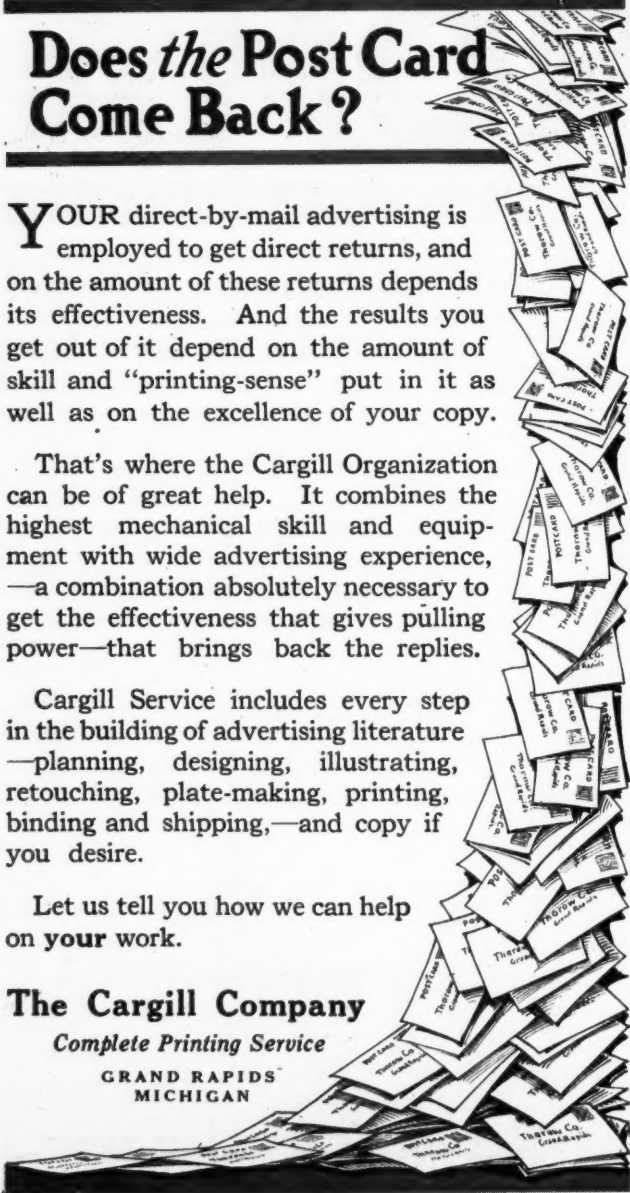
Cargill Service includes every step in the building of advertising literature—planning, designing, illustrating, retouching, plate-making, printing, binding and shipping,—and copy if you desire.

Let us tell you how we can help on **your** work.

The Cargill Company

Complete Printing Service

GRAND RAPIDS
MICHIGAN



"By repeated tests he found out just how much the sales of an article can be increased by a clever display of the article in the show window. There must be a separate rule worked out for each store and each set of conditions, but in a general way one may say that a good window display will boost the sales of a small, inexpensive article about 14 per cent.

WHAT WINDOW SPACE IS WORTH

"The space devoted to show windows is worth a surprisingly large proportion of the rental value of the entire store. In one store, more than 100 feet long, the windows, only two feet deep, proved to be worth 12 per cent of the rent asked for the whole place.

"Cross found, too, that there was a definite relation between any window admitting light to a section of the store, and the sales in that section. Generally speaking, a window on the side will add about 1 per cent to the value of the part of the store it brightens. And this 1 per cent will be drawn from the value of the darker parts of the store.

"Ordinarily, in a store 20 by 100—using that size as a standard of comparison—the five foot square, including the show window space, in the right-hand front corner would be the most valuable five-foot square in the whole area. This small space would be worth 8½ per cent of the total rental. The next five-foot square toward the rear would be worth only 3½ per cent, and the next two after that about the same.

"From that point there is a gradual diminishing of value for spaces along the right-hand side of the store until a little more than half-way back a five-foot square is worth only one-half of 1 per cent of the store rental.

"Then there is an increase again toward the rear, and the two rear corners—where traffic is compelled to slow up—are worth 1¾ per cent on the right and 1¼ per cent on the left side.

"We are living in an era when business men are coming more and more to know what they're about.

Every year scientific precision takes the place of some item of guesswork.

"Human ants are we, and we are full of whims and caprice. But the retail business man who fails to know just what we ants are likely to do at any stage of the route, and to make capital of his knowledge, is guilty of ant-like leather-headedness, and sooner or later may come out at the little end of the horn."

Allied Chamber of Commerce Formed In Buenos Aires

Trade interests representing several of the Allied nations have organized an Allied Chamber of Commerce in Buenos Aires, Commercial Attaché Robert S. Barrett reports. Its object is to unify and promote the commercial interests of the nations at war with the Central Powers. The association has headquarters, with a secretary, in Buenos Aires, and the board of governors consists of three delegates from each of the British, French, Italian and Belgian Chambers of Commerce, and from the American Commercial Club.

No Back-Fire Here

THE NATIONAL UNDERWRITER COMPANY
INSURANCE PUBLISHERS
CHICAGO, July 31, 1918.

Editor PRINTERS' INK:

Your editorial, Let's Intern the Superlative, reminds me of an ad of the Phoenix Insurance Company, of Hartford. The "spearhead" of this ad is, "No better than some others, but as good as the best."

The copy was furnished *The National Underwriter* several years ago, for a convention special and has been used annually since.

JOHN F. WOHLGEMUTH,
Secretary.

Winningham to Direct Oil Conservation Work

C. C. Winningham, who recently resigned as advertising manager of the Hudson Motor Car Company, of Detroit, has been appointed chief of the gasoline section of the Fuel Administration.

Mr. Winningham will direct the publicity of the Division, and have charge of the work of eliminating the waste of gasoline by distributors and consumers. His headquarters will be in Washington.

E. W. Hurd Advanced With Premier

E. W. Hurd, of the Premier Motor Corporation, Indianapolis, has been promoted to the position of sales manager.

Dealer Helps and House Organs to Feel Blight of War

Will Be Affected by the Necessity of Saving Paper

Special Washington Correspondence

DEALER helps and house-organs are to feel the blight of war, without regard to whether or not the War Revenue Act of 1918 will impose a direct tax of any kind upon advertising. Solely on the score of paper economy, house organs must be cut 25 per cent. Dealer helps, such as cut-outs, window cards, counter cards, etc., will suffer even more drastic restrictions. These are among the curtailments of advertising literature that have been decided upon by the Pulp and Paper Section of the War Industries Board and of which formal announcement will be made at no distant date.

In the case of both house-organs and dealer helps representation was made to Washington that these should be cut out entirely from the sanctioned scheme of paper consumption for the duration of the war but the War Industries Board has been loath to discountenance absolutely any established form of advertising. Experience at Washington has demonstrated that there are always so many interests that are quick to declare that the other fellow's business is non-essential that there has developed a disposition to go slow in passing death sentence.

The conclusion of the officials at the War Industries Board is that traffic and fuel conditions in the northeastern section of the United States, where the bulk of our paper supply originates, are such that there must be in every field of paper consumption a reduction of consumption averaging about 25 per cent. After investigation it has been deemed impossible to attempt a horizontal cut of 25 per cent but an attempt will be made to equalize as nearly on that basis as possible. For example, at this writing the intention is to order a cut of approximately 20 per cent in the paper allotment for catalogues of all kinds includ-

ing the large mail-order catalogues. Offsetting this curtailment which falls short of the prescribed 25 per cent we have the plan to ask the publishers of Sunday newspapers to make a cut of considerably more than 25 per cent on the Sunday issues.

Neither in the case of house-organs nor catalogues is there a disposition to ask advertisers to alter or reduce the dimensions. The Government asks only the indicated reduction of paper consumption and leaves it to the advertiser how to bring this about. If he chooses to reduce the size of his page, well and good, but the Government does not ask this, realizing that there are sound objections to altering the page size of an established house-organ and recognizing further that the current movement for catalogue standardization presents an influence that tends to persuade the publisher of a small-page catalogue to increase his page size to the standard proportions rather than to reduce it.

MAILING LISTS WILL BE PRUNED

Officials of the Paper Section tell **PRINTERS' INK** that it is their idea that in the catalogue field most of the desired economies can be attained most painlessly by concentration that will not involve any abandonment of advertising effort. It is suggested that an advertiser, before he cuts the size of his catalogue or reconciles himself to the use of smaller type or less satisfactory display, investigate what may be accomplished by a judicious revision of his mailing lists and especially by the stoppage of anything that might savor of duplication of advertising effort. For instance, one suggestion made to **PRINTERS' INK** at the War Industries Board is that mail-order houses should discontinue publication of the special or supplementary catalogues that list in separate groupings articles that are enume-



FROM the outbreak
of the War, and
to the present
date

THE TIMES FUND

*for the British Red Cross
Society and the Order of
St. John of Jerusalem
amounts to*

\$55,000,000

The Times

Printing House Square
LONDON, E. C.

rated in the main catalogue.

Pending final determination of the question which is yet open, in a certain sense, it is risky to attempt to forecast just how heavy a prohibition will be laid upon dealer helps such as window and counter displays. At present the feeling is strong that these mediums may be made to submit, without undue hardship, to a cut of more than the average of 25 per cent. The use of stock of lighter weight is likely to be suggested for one thing and the general policy of the War Industries Board to demand frugality in the use of color in printing—a policy manifested in the decision in favor of the use of only white stock instead of tinted for wrappers, labels, etc.—will find application in this field. The evident impression in some quarters that there might not be the same need for conservation in the case of board, such as is used for cut-outs, that exists in the case of paper stock is not well founded. The mere circumstance that the Paper Section is standardizing stock as to weight and is planning to restrict the manufacture of boxes to, say, three or four standard sizes in the case of each class of containers, such as set-up boxes, indicates how broad are the principles of economy now being worked out. For that matter, as evidence that nothing is being overlooked it may be mentioned that physicians' prescription blanks are henceforth to be printed on paper of lighter weight than has heretofore been employed.

LOOK FOR VOLUNTARY CURTAILMENT

Officials at Washington admit that the carrying of the programme of paper economy into all the ramifications of the job printing industry is a formidable task, but they are not without hope that much may be accomplished by appealing to the patriotism of printers and by requiring the use for given purposes of paper stock of lighter weight than has heretofore been employed. Only by indirect means is it contemplated to carry the idea of paper thrift into such

direct advertising mediums as leaflets, folders, circulars, envelope stuffers, etc. In all cases, moreover, no objection is to be raised to the use of stock on hand. This principle, it is stated, will apply notably in the case of cut-outs, window and counter cards. Whatever impositions may be laid for the future there will be no objection to the circulation by a manufacturer of the dealer helps he may have on hand. If this latitude is allowed in all spheres of advertising it may mean that some time may elapse before the economy code will penetrate to certain quarters, inasmuch as **PRINTERS' INK** is informed that one of the leading calendar printers has on hand ample supplies of all kinds to meet all requirements for more than a year.

The agreement recently reached by the blank-book manufacturers covering such items as pocket memorandum books suggests how the principle of self-denial may be extended even to the realm of advertising novelties and thus complete the circle of application to all users of advertising, whatsoever the form. However, there seems to be a frank desire at Washington to make this entire campaign constructive instead of destructive—that is, constructive in behalf of 100 per cent efficiency in advertising. Just as publishers of newspapers and periodicals have been told that they can probably attain the needed ends in economy if they will rigidly cut out all "returns" and free copies, discontinue the giving of sample copies that are not paid for, allow no subscriber to be served when more than three months in arrears, etc., so the hope is held out to advertisers that they may reach their quota of conservation by revising mailing lists and otherwise cutting out waste circulation. The Washington view is that where an advertising message may be acceptably carried on paper and between covers of lighter stock than has heretofore been employed the substitution will bring its own reward in saving to the advertiser on postage.

An American Advertising Agent Just Outside the Firing Line

As an American I can tell my American friends, and others, who are curious to know how an Advertising Agent manages to carry-on through four years of catastrophic world-war in a country that has put everything aside to defend the sacred liberties of humanity and to preserve her own freedom.

Britain accepted the war promptly as a challenge to human progress. Her best men rushed to the firing-line by the million; she poured out her wealth without limit—and through four weary years of supreme sacrifice she has never flinched nor faltered.

It has been generally recognized by British men of affairs that the one great object, only second to winning the war, is to maintain sound commercial organization; efficiently to maintain British armies and navy, and to take up the great burden of industrial reconstruction after the war.

Lack of shipping has greatly interfered with every industry, and dearth of labour has impeded every forward industrial effort, but, in spite of everything, wonders have been accomplished, and no faint hearts are to be met with.

Our staff, greatly depleted by the call to arms, has had to struggle to meet the demands made upon it from our own stalwart clients. Difficulties have multiplied on every hand. I consider that it requires at least five times as much effort to put any work through, as formerly. Yet we have managed somehow to carry on our own business, and also that of P. C. Burton & Co., Ltd. Major Burton left for the front almost immediately the war began, and Lieut. Harwood, his principal co-director, soon after. Many of the younger agents have thus temporarily put their affairs in the hands of their elders.

I, as many other members of the Agents' Association, have given considerable time to Government publicity, and to the advertising of Benevolent Societies connected with war work. I now find my time more and more occupied by demands made upon it by concerns that are carefully laying selling plans to be put into effect immediately peace conditions permit of a renewal of extensive production.

This is one of the best signs of the times, for it clearly indicates a breaking down of traditional prejudice in future business methods. My book, "HOW TO REDUCE SELLING COSTS," which I have managed to squeeze in between other work and Hun air raids over London, has met with astonishing success, and still continues to sell. This also indicates that manufacturers are considering more efficient selling methods.

Take it all in all, these strenuous days have had an epoch-making effect upon British life and thought, but, through it all, advertising has kept a front place. By reason of the Government's dependence upon it for many purposes, and the proof it has given of its unrivalled value for obtaining funds for benevolent war work and charities, I may say that advertising has come into its own as a vital force. It will henceforth be a much more important factor in British business.

As an American, I can say to my American friends—Britain has put her body, soul and breeches into the war, and, with "Sammy," "Tommy" will "stick it 'till hell freezes over," if necessary, to make the world a safe place of residence.

PAUL E. DERRICK

Managing Director

Paul E. Derrick Advertising Agency
—LIMITED—

34, Norfolk Street, Strand, London, W. C. 2



46, SHOE LANE, E. C. 4, LONDON

E. HULTON & CO., Ltd.

Publishers of the largest group of newspapers in the British Isles, including:

DAILY SKETCH
EVENING STANDARD
SUNDAY HERALD
DAILY DISPATCH
SUNDAY CHRONICLE
EVENING CHRONICLE (Manchester)
EMPIRE NEWS
IDEAS
SPORTING CHRONICLE
ATHLETIC NEWS

Circulation
5½ millions per issue

OUR WAR BUREAUX

Give Information on Service Pay, Pensions, Missing Soldiers, Food, Etc., Etc.

HOUS

Up to May, 1917
Colours 54, b

The offer
one, wit
an charge

The ds of c
dise star
women
en allen n
in benefi

The following names:

Care Furn
Cooled M
Be Relief

In addition to great
tions over \$100 raised

Also over \$200 raised
comforts and tons of
readers and outed t

When Queen's app
of socks and 10 bod
each, namely 100 soc
were raised 1000

E. HULTON & CO., Ltd.

46 Shoe Lane
LONDON

The Contribution of the HOUSE OF HULTON to the Allied Cause

to May, 1918, the number of men who have joined the
ours is 54, by whom many decorations have been won

They offered men who enlisted four weeks pay and half wages during absence
on leave, with substantial holiday on return, promising also re-instatement on
and charge.

Tens of dollars have been paid by the firm in active service pay and in ad-
dition staff further by voluntary subscriptions augment the fund and pay
women who answered the call. This fund takes a keen interest in depend-
ent fallen men, chiefly with the object of getting them into a little business or
in beneficial ways.

Following schemes have been promoted and contributed to by readers:

Coke Fund - - - - \$40,000
Coked Milk Fund - - 25,000
Belt Relief Fund - - - 450

Jack Tar Xmas Boxes - - \$13,000
Prince of Wales Fund - - 11,500
Children's Fund - - - - 450

In addition to great Needlework Exhibi-
tion over \$100,000 raised for the Red Cross.

Over \$20,000 raised for soldiers' knitted
coats and trousers of woollies knitted by
women and sent to troops.

Queenly appealed for 30,000 pairs
of socks and 10,000 body belts, one-third of
knitted, 10,000 socks and 10,000 belts,
raised by readers.

HULTON & CO., Ltd.
Withy Grove
MANCHESTER



WITHY GROVE, MANCHESTER

The WAR SERVICE of W. H. SMITH & SON

Ⓐ To everyone in the British Isles the Sign of W. H. Smith & Son is a familiar feature. With over one thousand Bookstalls and Bookshops, its News and Book services, both wholesale and retail, have won a reputation of which the Firm is justly proud. Its Advertising, Printing, Stationery and Library services, each in itself a great business, are almost as well known and as much appreciated.

FOR a century the motto of this Firm has been "Faithful and efficient service to the Public." It was not likely therefore to be found wanting in the grave national crisis occasioned by the world war. Four of the Partners have served from the day war was declared, and six thousand (6,000) employees—ninety-two per cent. of the eligible staff—released by W. H. Smith & Son are now serving in the Navy, the Army, the Royal Air Force, and other branches of National Service.

But in addition to men, fighting in the various services, it is essential to provide funds for "carrying on" and propaganda services to ensure that our war aims shall be understood and appreciated. For the raising of funds the Firm have placed at the disposal of the Nation the whole of their advertising spaces on railway stations and bookstalls. Already W. H. Smith & Son lead in their sales of War Bonds and War Saving Certificates. They hope to achieve an increasing success as time goes on.



Further, 30,000,000 copies of various pieces of Propaganda literature have been circulated through the W. H. S. Branches. Of the Lichnowsky Memorandum, 5,000,000 copies were distributed. Of Dr. Newell Dwight Hillis's Sermon, delivered at Plymouth Church, Brooklyn, 4,000,000 copies were distributed, and nearly 2,000,000 copies of General Smuts' speech "The British Commonwealth of Nations" were sold.

Not less important was the great Food Economy Campaign in which W. H. Smith & Son circulated 6,000,000 copies of various publications. So efficient indeed is their organization for propaganda work that it might almost be regarded as the executive and distributive side of a Great Government Department. Whenever the interests of the Nation demand that an announcement of vital importance must be immediately in the hands of the public the services of W. H. Smith & Son are commissioned, with the certainty that the work will be efficiently done.

Head Office of the Firm—186, Strand, London, England

Morgan Partner Buys "The Evening Post"

THE New York *Evening Post* has been bought by Thomas Lamont, a member of the firm of J. P. Morgan & Co. Mr. Lamont has bought all the stock of Oswald Garrison Villard and other stockholders, it was announced last week, amounting to 1,000 shares of a nominal value of \$100 a piece.

Immediately Mr. Lamont announced that he had turned over the management of *The Evening Post* to a board of three trustees, Theodore N. Vail, president of the American Telephone and Telegraph Company; Henry S. Pritchett, president of the Carnegie Foundation for the Advancement of Teaching, and Ellery Sedgwick, editor of *The Atlantic Monthly*.

In commenting on the appointment of these trustees and the future editorial policy of the paper, Mr. Lamont's statement to the press remarked:

"These gentlemen have, with a sense of public spirit, consented to accept this trust. They will, of course, not be responsible for the opinions which *The Evening Post* expresses, nor for its daily management. But their counsel and their matured judgments will, I am assured, be always available for the assistance of those who are in charge of the newspaper.

"With such management, the editorial staff (as ably led by Mr. Rollo Ogden, the present editor in chief), will be completely intrusted; for to command the permanent confidence of the community a newspaper must be free from outside direction, both in its presentation of news and of opinions. With the future thus assured, I look to see *The Evening Post* steadily increase in vigor and influence and realize more fully than ever before the high aims cherished by its founders of a century ago and by its subsequent owners."

Mr. Lamont, before he went into business, was a reporter, and later a copy reader, on the New York *Tribune*. His brother, Hammond Lamont, was once managing editor of *The Evening Post*.

McLeary With War Industries Board

F. Burnham McLeary, who for several years was with *World's Work*, New York, has gone to Washington to work with the War Industries Board. His duties will have to do with reporting of progress of work accomplished in one or more of the various Government departments.

On the *World's Work* he prepared a wide variety of reading article advertisements for national advertisers.

MacKay Remembered by Former Associates

J. F. Mac Kay, retiring business manager of the *Globe*, Toronto, was presented with a mahogany grandfather clock by the *Globe* staff as a mark of their appreciation. The presentation was made by W. G. Jaffray, president of the company. Mr. MacKay assumed his duties as treasurer of the Russell Motor Car Company on August 1.

Arrangements Made to Entertain Foreign Buyers

Arrangements have been made by the American Manufacturers' Export Association for its members to entertain foreign buyers at a club in New York City. Visiting buyers from other lands will have full club privileges, the association has reported to the U. S. Department of Commerce.

"Implement News" Changes Size

In line with the Government's request for economy in the consumption of paper *Farm Implement News* of Chicago announces that after September 1st its printed page will be 7½x10½ inches in size.

Wuerzinger Agency Changes Name

H. G. Wuerzinger Special Agency, of New York and Chicago, has changed its name to Winston, Inc. Forrest B. Smith, formerly of *Oil News* and the Wuerzinger agency, has joined Winston, Inc., as special advertising representative.

Greetings from Italy

PINEROLO, ITALY, July 4, 1918.

Editor of PRINTERS' INK:

To-day, the fourth of July, I wish to express my greetings to the useful "P. I."

CAMILLO ROCHIETTA.

Changes in Acason Truck Co.

J. F. Bowman, vice-president and general manager of the Acason Motor Truck Company, has resigned and H. A. Conlon, sales manager, has been elected vice-president.

What British Advertisers Have Learned

(Continued from page 6)

they were \$573,593. In 1915-16, they were \$751,000, and in 1916-17, \$1,128,685.

"Or again—here are the combined profits for three years of the twelve largest stores in London:

1914-15	\$4,593,220
1915-16	4,246,605
1916-17	5,574,689

"Lest you should think this is profiteering, I would point out that the profits are justified by the turnovers.

"The Maypole Dairy, operating a chain of 900 food stores, has seen its profits go from \$2,300,000 in 1916, to \$3,736,245 in 1917. And similar experiences might be cited from wholesale businesses."

What is the reason for this surprisingly good business record? It is, Mr. Fisher believes, due to the fact that wealth is now more equitably distributed in Great Britain than it has ever been before. The working classes, as everyone knows, are enjoying unprecedented prosperity; and while the rich are "frightfully hard up," they are still quite able to buy whatever they need for the satisfaction of all ordinary needs and desires. Enormous loans are raised, bringing into the Government's hands a very large proportion of all the hoarded wealth of the nation; and these loans are spent largely at home in producing munitions and other war supplies, so that vast sums are put into circulation very quickly. Not only are the wages, which are paid to those men who are still working at home, larger than ever before, but the family income has often been doubled or trebled by the entry of one or more women into the wage-earning circle.

"The advertising and publishing business in London has one trouble which isn't likely to descend upon you in America," Mr. Fisher remarked, "and that is the problem of keeping a roof over your head in London. I don't refer to the German air raids, but to the

habit the Government has of commandeering space. They have taken over office buildings, big hotels, and even whole streets; and the tenants are required to turn out into other quarters on the briefest possible notice.

"For example, some time ago the Government took over practically all of Kingsway, turning out of doors fifty-nine firms, some of them very important. They included several American organizations, the International Correspondence Schools; the Goodyear Tyre and Rubber Co.; the Ingersoll Watch Company; Kodak, Ltd., and many British advertising agencies. When you remember that London has been combed from end to end for office space by the Government in the past three years, you will realize that the firms thus dispossessed have had a most trying time to find new quarters. And even when they are found, how is one to move? There are few able-bodied men for portage, and much of the work of moving is too heavy for women.

"However, we keep smiling and manage to get through somehow. The harder conditions become, the more invincible is the determination to see things through to a satisfactory conclusion."

One of the curious by-products of the war in Great Britain has been a tremendous increase in the amount of business done by correspondence schools. Not only is the more serious turn of mind of the civilian population reflected in greatly increased enrollments, but soldiers and sailors are fitting themselves for improved positions by studying in advance of their return to civil life.

Convalescent men in hospital, and invalided men discharged from the military forces, are also splendid material for correspondence courses. So, to a somewhat smaller extent, are the women who have gone into industry for the first time and now intend to make it their life work. Another feature of British war-time advertising has been the use of press publicity by public-spirited firms and individuals. Thus to influence

The War Work of Pool's Advertising Service

Pool's are proud of the fact that as well as contributing their share of men, materials and money to the Allied cause, they have been able to render signal service in the publicity of:—

The Clara Butt Pageant in aid of the Red Cross—the Blue Cross Concerts—the David Greig Food Economy Campaign, which carried a food economy message into thousands of British homes—the City Life Assurance Co., Ltd., resulting in the ultimate investment of thousands of pounds sterling in the War Loans—the Specialized Education announcements of Clark's College, which have resulted in thousands of youths and young ladies training to meet war and after-the-war conditions—the National Foot Fitness campaign of the Scholl Mfg. Co., Ltd.—the propaganda work of the British Empire Producers' Organization, whose aim is to promote, defend, and develop the industries and resources of the British Empire and assist in carrying out the Paris Resolutions—the winding up of enemy businesses in Great Britain—the Canadian Elections in relation to the Overseas Military Forces of Canada—these are a few of the activities bearing upon the conduct of the war with which Pool's have been closely identified.

When the National Service Ministry and the War Savings Committee asked commercial firms to incorporate special appeals in their copy, Pool's again actively participated.

Coming to the more personal aspect of war service, 50 per cent. of Pool's pre-war staff is now on active service in the British Army, or engaged in important work in connection with the war.

Meantime, Pool's have been active in the preparation of plans for international advertising after the war, and during recent months have received inquiries from such widely sundered places as Naples, Algiers, Utrecht, India, and New York.

American firms who contemplate establishing a branch organization in Great Britain should communicate with Pool's, who will gladly furnish full particulars with regard to selling conditions, and draw up a practical selling scheme without fee or obligation.

CHARLES POOL & CO., Ltd.

180-181 Fleet Street

London, E.C., 4

public opinion in favor of the passing of the education bill which aims at extending the age limit of children leaving school and which strikes at the root of the employment of "half-timers" in textile and other factories, Tootall Broadhurst Lee & Co. planned an advertising campaign although the measure meant a serious addition to their wages bill. Similarly Cadbury Bros., a big cocoa firm, advertised to influence public opinion in welfare work in factories. The campaign for prohibition was also paid for by a group of advertisers.

"As a result of the war, advertising has been 'sold' to Great Britain to an extent no one dreamed was possible," Mr. Fisher declares. "Not only is this true of the Government, but many private firms who never advertised in pre-war days have been converted to publicity by seeing what it has done to aid in war work.

"Just an example: within a few months, a co-operative advertising campaign will be launched in the United States on behalf of a group of British manufacturers of a well-known staple product. The full details will be recorded in *PRINTERS' INK* in the near future. This campaign will cost \$90,000 a year, and will run for three years. Ninety per cent of the firms in that trade will be represented in this campaign: and not 5 per cent of all of them believed in or used advertising before the war.

"Unless all signs are wrong, that campaign, which is definitely planned and written, is only the forerunner of many more of a similar character. The British Ministry of Reconstruction is one Government department, at least, which is thoroughly 'sold' on advertising, and is preaching it to the commercial interests of the country. As a result partly of the Ministry's efforts and partly of their own realization of the meaning of the war advertising, there will be many advertising campaigns by individual firms as well as organizations, when the war is over."

The achievements of advertising in Great Britain are, of course, fa-

miliar to the readers of *PRINTERS' INK*, and need not be repeated here. The most remarkable demonstration, in Mr. Fisher's opinion, is that offered by the war bond advertising.

"We have raised forty billion dollars chiefly by *paid advertising*," he states. "One hundred and twenty-five millions a week are now coming in as the result of this work. As the result of intensive local campaigns, some astonishing results have been obtained. In thirty-five weeks' time the little city of Whitby bought bonds to the value of \$485 for every man, woman and child within its boundaries. West Hartlepool subscribed at the rate of \$325 for each inhabitant, and Harrogate \$230. In recent drives each community was asked to buy one dreadnought, one cruiser, one submarine or one aeroplane, according to the size of the city. Some places filled their quota on the first day and then repeated it for every day of the week. The 'tank banks' went from town to town selling bonds, these being simply ordinary battle tanks used to receive money for war bonds. The inter-city rivalry was intense. Birmingham raised \$33,500,000, and then challenged Glasgow to equal it. Glasgow set its teeth in good Scotch fashion and went Birmingham one better—to the tune of \$72,500,000. Some cities demanded another chance after seeing what their neighbor cities had done, and doubled or trebled their previous records."

The Government officials have placed on record their appreciation of the part played by advertising in this campaign.

Great Britain has not used the "war chest" idea, which is so successful in many American cities. Each separate charity in England is still collecting its own funds for its own purposes, and advertising is used very extensively for this purpose. Sometimes in a single issue of a periodical you will find advertisements—usually in donated space—for a dozen funds of various sorts, and you may take your choice. Or again, some sensible

(Continued on page 117)

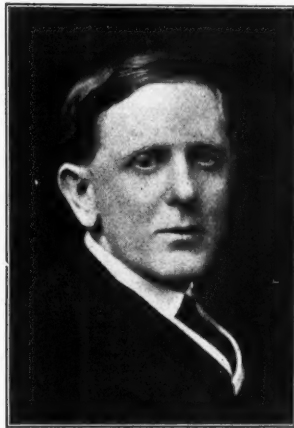
What One British Publishing House Has Done in the War

By Philip Emanuel

WHEN war broke out, "Odhams" were big printers and small publishers. Printing newspapers for other people, and incidentally running one or two of their own, would be a fair description of their business in pre-war days. But since then their ideas have been veering round to the reverse—they felt they should devote their production and publishing facilities more to their own papers and less to other people's. A German bomb settled any lingering doubts for it destroyed a large number of their swift-running presses, and left Odhams at the beginning of 1918 with a comparatively small printing business, and a fairly big publishing organisation.

But that's another story. What has to be told now is what Odhams have done for Britain and her Allies during the war, not what

they have done for themselves, though they claim with some pride that they have been successful adherents to the "Business as usual—and better than usual" slogan of the early



JULIUS SALTER ELIAS
Managing Director of Odhams Limited

days, whilst rendering every possible service in their power for the furtherance of their Country's cause. *500 out of 1,400 "joined up."*

On August 4th, 1914, Julius Salter Elias had

in Odhams Limited, the best organized and largest printing business in London, with a staff of nearly 1,400. Scores of these employees volunteered for war service immediately, and those who had people dependent upon them received from the firm an addition to their army pay, sufficient to keep their folks in comfort during the war. So far, over 500 men from Odhams have joined the colors, and their places are being kept open for them. Twelve are now in the Roll of Honour of the Illustrious Dead, and close upon a hundred have been wounded on active service.

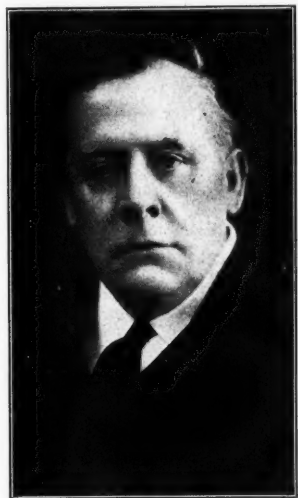
Although Elias was busy grappling with the problems resulting from the dislocation caused by this exodus of gallant men, he found time to give the benefit of his great printing experience to the Government departmental heads, thus rendering to the country valuable service of a highly technical character. He is also the Treasurer of the Federation of Discharged Sail-

ors and Soldiers, promoted to defend the interests of the men as they are discharged from the Army and return to civil life.

Horatio Bottomley, the famous editor of "John Bull," attributes largely to Elias the enormous success of this weekly journal with a circulation of over 1,500,000. Unquestionably, Elias' genius for organization has been one of the biggest factors in the remarkable growth of "John Bull," the whole force of which has been directed, ever since the war started, towards victory.

Bottomley is the most powerful writer and the most popular personality in Britain. Every one of the millions of British soldiers and sailors knows Bottomley and loves him. Before the conscription laws were passed, he addressed huge throngs of people throughout the country, and is directly responsible for securing more recruits for the British Army, than any other man. He is the champion of Tommy's and

Jack's wrongs, and of the wrongs of the people they have left behind. In moments of depression, his is the voice and his the pen, which, more than aught else, have given courage to the Nation, and his vigorous



HORATIO BOTTOMLEY
Editor of "John Bull"

and trenchant editorials are the admiration of millions of Britons every week.

The war charities organised by "John Bull" have collected and distributed many thousands of pounds, and many are the cases where the helping hand stretched forth

has brought succour to those who have felt the stress and strain of war conditions. As the organ of the Silver Badge Association and the National Federation of Discharged and Demobilised Sailors and Soldiers, "John Bull" has guaranteed that its whole force shall be devoted towards full justice being done to the boys when they come home. Its pledge reads: "No case of hardship or injustice, no instance of beggarly treatment or mean cheeseparing, shall go unchallenged and unremedied."

"John Bull" deals with many thousands of letters per week, the majority of which call for the redress of some of the evils which must inevitably accompany the organising of an army of over seven millions of men gathered together so quickly. Many of these letters relate to pension troubles, and separation allowances to dependents. A special department sees that all these matters are carefully dealt with.

"The Passing Show," another of Odhams' pub-

lications, was established in 1915 to present foreign cartoons giving expression to the thoughts of people abroad regarding the war. It was felt that these and its own excellent original cartoons would prove useful in stiffening the people towards a thorough Win-the-War policy. In this it has been successful, and many of its anti-strike cartoons may now be seen on the walls of munition factories.

The motion picture is playing its part very strongly, and the services of the leading paper of the industry in Britain, "The Kinematograph Weekly," have frequently been called upon in connection with the Kinema propaganda department. Its Editor is the honorary organizer of a movement to install kinemas on every ship in the British Navy, and so provide a welcome relief to the monotony of life at sea.

Odhams' Advertising Department is doing its share. It has helped to organize the very necessary publicity during "Tank" Week, when

British Tanks from the Front were used in connection with the sale of War Bonds at the historic Trafalgar Square, whilst it has assisted with the publicity of various war charities, and some of its members are engaged in the Government's War Savings Department, pushing War Bonds and Certificates.

This brief résumé necessarily omits many interesting items of lesser importance but will serve to show that Odhams have been and still are "doing their bit." But they realize that there is much more to do before their war efforts are complete. As the war goes on, energy is gathered up, and their hope is that they will be able to put out even stronger efforts in the future, for the sake of the glorious Cause which America now has as much at heart as we have.

Since passing this article for press, we learn that the youngest Director of Odhams Limited—Lieut. Dennis Odhams—has been awarded the Military Cross.

man will donate a thousand pounds or ten thousand pounds to be used exclusively in advertising for other donations. In that way his thousand pounds may bring in twenty times that sum from people who had not known before the advertising appeared, of the urgent need for money.

The trying period of after-war reconstruction, to which some people are looking forward with considerable apprehension, will hold no terrors either for Great Britain or for the United States, in Mr. Fisher's opinion.

"I look for big and bigger business after the war," he said. "Both your country and ours should enter upon a period of unexampled prosperity. And in particular advertising will prosper, as I see it, more than it ever has before. In Great Britain, for instance, there are thousands of 'controlled' factories—five thousand of them at least. Every one of these is larger by anywhere from ten to three thousand per cent than in 1914. When peace comes, these enlarged facilities must still be employed, and will be, in making goods to be sold throughout the world, backed where necessary by advertising. The reconstruction of devastated Europe will require tremendous supplies. Belgium alone will need *one million houses*, almost immediately. Although no fighting has been done on English soil we plan to build 500,000 houses for workers.

"One thing which points to prosperity for the United States is the comparison between your national debt and those of the European belligerents. Here are the figures:

Germany	\$500
Austria-Hungary	340
Great Britain	589
France	675
Italy	209
United States	63

"No matter how much America's debt may increase, it will still and always be small in proportion to those of the other powers, which gives you a remarkable and obvious advantage.

"The vast sums which Great Britain has borrowed from the

United States must be paid back; and we will much prefer paying them with goods to paying them with money.

"No matter what may be done in the way of embargoes and the like, no decent Englishman will willingly buy German or Austrian goods for many years to come; and who is so likely to supplant our enemies in our own market as the United States? Our trade with Germany—mostly manufactured goods—amounted to \$340,000,000 a year before the war began.

"From Austria we bought over \$150,000,000 worth of goods annually. Belgium, France and Italy were all large buyers of German-Austrian goods. While each of us aim at manufacturing as much as possible for ourselves we shall—for some years at all events—be compelled to buy a large amount of these goods—notably electrical fittings, hosiery, gloves, etc.—from America.

"I find among American manufacturers doing an export business a tendency to argue, 'It's no use planning till after the war.' This is a vital mistake. True, now is *not* the time to commence to export or advertise in Europe, but most emphatically *now* is the time to investigate the conditions and lay your plans. Britain is in the fifth year of war because the other man planned ahead for forty years. The American manufacturer who has his plans made and pigeon-holed ready to start off at the crack of the pistol will have an immense advantage over his rival.

"That is why I believe that the American advertiser who retrenches at this time is making the mistake of his life. The possibilities of the future are infinitely greater than the realities of the past; and the rewards will be garnered by those who have the courage of their convictions and go ahead with faith. With British experience as his beacon, it must be a very short-sighted mariner who shortens sail at a time when he ought to press on and realize to the full the opportunities which the future holds out for him."

Preparations for Peace in England

How British Firms Are Preparing for After-war Conditions and How Their Government Is Helping Them

By Thomas Russell

Licensed by Chief Postal Censor, London, England.

THE proverb that peace hath her victories no less renowned than war is now commonly revised in terms of perils. Mr. Bull was caught unprepared when war broke out; perhaps it was rather to his credit that when he said he was good friends with everyone, he had no arrangements in hand to stab anyone in the back. It looked, once, as if Britain would be just about as ill-prepared for peace. About then we began to delete "victories" from John Milton's line and insert "perils" in the vacant place thus created.

There was too great a tendency at first to rely on public resentment to take care of German efforts after future trade rehabilitation. Resentment exists. If Germany had been a clean fighter, in war and trade, it might have been absent. I never heard of any ill-feeling between the North and South after your Civil War; but that was the cleanest and most humane war ever fought—a war between gentlemen. Someone mentioned that term in the surprised ear of a Teuton diplomatist. "No," said the latter, "we shall never be gentlemen, and you will always be fools." We have been fools in the past. We have allowed German concerns to form small limited liability companies in this country to act as importing agencies. These companies made just enough profit to pay for their overhead, and paid income tax on the microscopic surplus. The real profit was made—and taxed—in Germany. We shall not allow that to happen again. Germans not only obtained benefits of British civilization without paying their share of the cost, but also competed unfairly with the British agents of foreign firms, who paid their taxes honestly.

There are two ways in which Britain is getting ready for peace. In some industries, Germany had contrived to dominate this market. Dyes, for instance, which are at the bottom not only of our third largest industry, textiles (agriculture and iron coming in front), but of countless other trades. It did not suit German preparedness for dyestuffs to be manufactured here: the factories could be too easily turned over to explosive-making. German dyes were shipped here nearly at cost, so that the English color manufacturers could not compete in their own market. Those who carried on obtained the fundamental intermediates between coal-tar and colors from Germany—and got them too cheap to make it worth anyone's while to lay down plants to produce these things themselves. The things called needles, used in certain weaving and knitting machinery, all came from Germany, too. So did numerous other manufacturing appliances. At the outbreak of war, many trades were paralyzed. We are not going to let that happen again.

THE GOVERNMENT AND DYES

When the dye famine showed itself, the Government said to dyers: "You must help us to help you. Each of you, according to his capitalization, must put up money to finance the manufacture of dyestuffs here, and the nation will put up some millions, too." The result was the formation of a company called British Dyes, Ltd., which took over the most important color house then in existence, Read, Holliday & Co., Ltd. The new staff at once went to work, engaged highly trained research chemists by the score, and laid down a plant to make the fundamental intermediates already mentioned. These



THE "CENSOR"

I suppose I'm the only one "doing his bit" who doesn't share in the universal joy of receiving letters "from the Front" or from "Blighty." You see, I get too many through my hands. Why, bless you, I sometimes find myself censoring the letters written to myself. One can learn a lot from letters, too, and between ——— it was the frequent mention of "Army Club" in them that led ——— to the discovery of that best of all smokes. I may say that all mentions and enclosures of

"CAVANDER'S ARMY CLUB" CIGARETTES

are passed by the censor

¶ The above advertisement is one of a most successful series designed and placed by this agency. We reproduce it because it typifies one phase of the spirit of England.

The censor keeps us in the dark, but he can hardly destroy our optimism nor kill our sense of humour.

As an agency we look on "the brighter side," though most of our men are with the colours, some, alas, have made the extreme sacrifice.

THE W. J. SOUTHCOMBE
Advertising Agency

Telegrams
Southcombe, London

167, Strand, London, W. C. 2

are now being delivered in bulk and turned into dyestuffs of all sorts. This concern, which has just been amalgamated with the other biggest dyemaking firm in the country, has met every requirement of the Government for dyestuffs for khaki, naval and other war requirements. In this way German domination has been and will be fought, and, as I have said, we shall not again be caught napping.

THE BUSINESS-NAMES ORDER

Long before the war, it was complained that people who wished trade with British citizens, rather than foreigners, could not easily know whether they were carrying out this patriotic intention or not. Aliens adopted English surnames, or formed companies with English titles. Sometimes they actually used the word "British" in these company names. The Trading with the Enemy Act, passed early in the war, made it penal to do business with persons residing in the countries with whom we were at war, whether enemy subjects or not. In 1916 an amending act required that all traders should put their real and original names on their premises and letter-paper, and that companies should similarly publish the names of their directors. This does not apply only to foreign-owned companies, but to all companies. Persons trading under any but a simple personal name or names must get a license, and put their real names on their letter-heads. The practice, common in America, of printing on such papers the names of officers in companies was much less usual here.

In July, 1916, a Royal Commission, with Lord Balfour of Burleigh as chairman, was ordered to report on the commercial and industrial policy desirable to be pursued after the war, what industries were essential to the future safety of the nation, what steps should be taken to recover home and foreign trade lost during the war and to secure new markets, how, and how much, the

resources of the Empire should and could be developed, and how far sources of supply within the Empire could be prevented from falling under foreign control.

Lord Balfour of Burleigh must not be confounded with Arthur Balfour, Secretary of State for Foreign Affairs, who was a member of the commission. The report of this commission was presented to Parliament this year. Earlier in the war an economic conference of the Allies, known as the Paris conference, had reached certain conclusions which have been received with much enthusiasm in some circles and with equal reprobation in others. Any official intervention in commercial matters is, in this country, criticized from the points of view of free trade or of protection, respectively. Some industries, as cotton, favor free trade; others demand protection, camouflaged long since by the late Joseph Chamberlain as "Tariff Reform." The Paris decisions were hailed by protectionists as favoring tariff "reform." The war duty on imported automobiles and a few other things was similarly welcomed. The automobile industry is preponderantly protectionist.

EXCLUSION OF ENEMY GOODS

The Balfour of Burleigh report recommended that for a year after the war, and as much longer as might be thought expedient, enemy goods should be excluded, unless in exceptional cases, and that joint control by the Allies of certain important commodities should be arranged, in order to secure priority to the Allies in the use of materials from allied countries. It was pointed out that the prolongation of the war and the entry of the United States increased the necessity for arranging for supplies of essential raw materials during the period immediately following declaration of peace. Certain commodities were named (viz.: synthetic dyes, spelter, tungsten, magnetos, optical and chemical glass, the hosiery needles already mentioned, tho-

(Continued on page 125)

The Frederick E. Potter, Ltd. Advertising Agency

(The Advertising Agency which retains its Clients)

AND

'The War for the World's Liberation

Staff depleted, but efficiency maintained, and time found by Firm and Individual members thereof for various War Services. In July, 1914, our Staff consisted of 37. Of these FOURTEEN ARE NOW ON ACTIVE SERVICE.

Of the original staff there remain four men (two over fifty years of age) and five women. The principal of the firm (one of the two over fifty years of age) is Hon. Secretary of the Ruhleben Prisoners' Release Committee, which works for the liberation of all British civilian prisoners interned in Germany. He has also acted as adviser to various War Charities, besides devoting his private time to religious work amongst civilians and military.

Another of the remaining four worked in a munition factory on Sundays for eighteen months, and now, although not fit for the Army, is a most active member of the Volunteer Defence Force.

The office Staff now consists of 31, besides those engaged in the business of the war.

In addition to efficiently conducting advertising campaigns for its pre-war clients and many new ones obtained since the war started, the firm has placed a good deal of Government advertising.

(The largest current Trade Advertising Campaign is being handled by this Agency.)

Allowances are being made to dependents, and it is hoped that all the men now in Army or Navy will return to their posts.

The Fredk. E. Potter, Ltd., Agency is responsible for the advertising of the following, well-known in the United States:—

WATERMAN'S IDEAL FOUNTAIN PENS
WALTHAM WATCHES
DENNISON CREPE PAPER SPECIALTIES
STEWART'S SPEEDOMETERS
THE KEELEY INSTITUTE
GLOBE-WERNICKE OFFICE FURNITURE

Frederick E. Potter, Ltd.

(The London Rotarian Advertising Agency)

Temple Chambers, Temple Avenue, London, E. C. 4.

N. B.—Business Booklet Sent Free to Responsible Firms.

CO-OPERATION &

A MESSAGE



MY ORGANISATION, as befitted a live enterprising Advertising Service Agency, on the outbreak of War was composed chiefly of young, keen, brainy men whose go-ahead activities were encouraged or modified as occasion warranted by the sound, sober judgment of the mature experience of older men.

On the declaration of War, just *because* they were virile clever youngsters, quick to appreciate the justice of our cause, *every one of my young men joined up*. Anxious to keep up the efficiency of my service, I substituted each of my newly-fledged soldiers by a man just over the then military age.

As the man-power problem became more acute, the military authorities grew more catholic in their demands, until at last I had to face the unpleasant fact that there were no suitable men in the market by whom to replace my last eligible employes.

My secretary suggested women. Women in executive positions of lesser importance I already had, and had proved trustworthy, but this seemed a different proposition. However, it was the only solution. I interviewed many applicants, but none came up to my standard. Finally I asked my secretary (who, in the stress of work had undertaken the copy-writing and planning of a certain of my clients' advertising, and was proving more successful in that proposition than even my best man had done) if she would care to take on the supervision of the studio and become Copy Chief. After a good deal of hesitation she said she would try.

The result of that experiment made me look carefully into the possibilities of my existing staff, and give opportunities wherever they were likely to be turned to good

SAWARD, BAKER & CO.

(H. G. SAWARD)

Advertising Service

Printing and Sales Agency

the WILL TO WIN

account. At the present moment my Copy Chief is a woman, my Art Director is a woman, and my Rates and Estimates Clerk, Order Clerk and Accountant are women. Of course they all have the advantage of the co-operation and advice of myself, one or two male "old stagers," and a few brilliant young men discharged from, or physically unfitted for the Army, but everywhere I have found women splendid.

Is my service as efficient as in pre-war days? Emphatically yes!—actually more so, for my clients are in a like plight as myself in regard to the depletion of their trained male staffs, and therefore need more help from their advertising service agency than in normal times. That we give them this needed extra help is, I think, proved by the fact that despite the difficulty of getting space, owing to paper shortage, my turnover has increased nearly 100% since the outbreak of war.

Everyone is doing more and better work than either he or she had thought possible in easier days. Each is working with a splendid endurance and will to enable me to continue to pay the salaries of my enlisted married men, and to help me build up a greater, better organisation into which we can re-absorb all our men—original staff, substitutes and substitutes' substitutes—on the demobilization of the Army.

You may be faced with the same difficulty in regard to suitable assistance as I was, and this little talk is given in the hope that my experience may prove useful to you and save you much of the anxiety that was mine.

Just because of War conditions, forge ahead. There are probably many women on your own staff eager and unexpectedly able to help you build and prepare for the Commercial War-after-the-War, in both of which enterprises we are glad and proud to be your allies and confrères.

H. I. Seward

27 CHANCERY LANE
LONDON W.C.2
and 15 Park Row : Leeds
ENGLAND



After four years of war we believe that an advertising and selling agency can best help its country by doing its utmost to make advertising and selling as efficient as they can be, for the sake of national war-time stability and after-war elasticity.

The Osborne-Peacock Co. Ltd.
Manchester, London and Glasgow.

County Bldgs. 24 Holborn, E.C.1. 82 Gordon St.

Our work—

As individuals.—The company takes no credit whatever for the individual efforts of its members. But it is of interest that 80% of our pre-war staffs are in the army.

As an organisation.—We have taken every opportunity for war-work. In Manchester and throughout the country we gladly did voluntary patriotic advertising, on a large scale. But our chief war-service, we feel, is in helping to keep the nation's business strong.

Anglo-American trade.—We believe sincerely in close after-war trade co-operation between the two countries. Our London office, of which the manager is an American, is making every preparation for work of this kind (address, 24 Holborn, E.C.1. Cables "Opservice, London.").



rium nitrate, limit and screw gauges and certain drugs), of which the Commission considered that permanent supplies should be organized. "Key" industries, as the coal mining, iron and steel, engineering, shipbuilding, electrical, chemical and textile trades, formerly dependent, as to some commodities, on enemy supplies, must be taken care of. Numerous commodities produced within the Empire (as iron ore, antimony, aluminum ore, copper, graphite, lead, rock phosphate, petroleum, cotton, flax, hemp, sugar, lumber and tobacco) and others not produced at all (as maize, silk, potash, borax, cryolite, quicksilver, sodium nitrate, sulphur, bismuth, quinine, ipecacuanha, iodine, coca) called for a selective policy. The Empire could not be made entirely self-supporting in respect of them. But the sources of supply and the likelihood of disturbance during future wars must be considered.

GERMAN PREPAREDNESS ALLEGED

Early in the war, and ever since, stories have been circulated concerning Germany's preparations for a big peace offensive. The moment peace is signed (according to this theory) all the ships now rotting in German harbors will sail, full of manufactured goods, to be shipped well under cost to England and all foreign countries, thus securing every market to Germany. There is but one remedy—a heavy tariff on everything, so as to make sure. It is not explained how a tariff in England will keep German goods out of South America; one would have thought it more likely to put a crimp in British export trade. Neither are we told how these goods were manufactured and where material and labor came from, seeing that the Germans have not even men enough to cultivate their own crops, and that they are painfully short of materials even for munitions. Considering Germany's vast indebtedness, selling goods under cost would be hardly less ruinous economically than war:

But the possibility of a British tariff is one that cannot be overlooked in estimating the prospects of peace.

HELP FROM BRITISH EXPORTERS

Throughout the war the Intelligence Department of the Board of Trade has been busy, doing much fine work in helping business, at home and abroad. Manufacturers in want of supplies and suppliers of part-manufactured goods seeking a market have been brought together. Every year a British Industries Fair, open only to business people, has been organized, and specimens shown of goods replacing enemy products. Information is supplied officially on foreign and colonial contracts open to tender and other openings for British trade; lists of manufacturers at home and lists of firms abroad engaged in particular lines of business in different localities; foreign and colonial tariff and customs regulations; commercial statistics; forms of certificates of origin; regulations concerning commercial travelers, sources of supply, prices, etc., of trade products; shipping and transport, etc. Samples of foreign competitive goods and commercial products from abroad are exhibited. Samples of goods of German and Austrian manufacture which were sold in British markets abroad and in certain foreign markets are on exhibition. Over 9,500 specimen catalogues from Germany and Austria can be inspected at the offices of this department and there are name and subject indexes to this collection. In fact, the Board of Trade has begun to do what it ought always to have done, unbidden.

British firms (exclusively) on a special register are told of opportunities abroad before publication. Consular officers abroad furnish information on goods required in their districts, languages used and financial ratings of importers, and answer fully any inquiries. Over 10,000 firms are on this special register.

This fact indicates that a good

deal of quiet work is going on by private firms and individuals in preparing for peace. The habitual reticence of our people makes it far from easy to say just what they are doing. An Englishman will never willingly tell you much about his business. The only people who exhibit their preparedness on any large scale are printers who want orders for catalogues in foreign languages and newspapers getting up special supplements in which they canvass for advertisements and writeups. There is evidence that a good many such supplements will appear as soon as the war is over. Whether they will do anyone any good is another question.

Takes Steps to Stop Fake Bankrupts

FRAUDULENT bankruptcy actions as a lucrative business in the men's furnishings field got an abrupt setback in the recent action of the Wholesale Men's Furnishings Association, Inc., of New York. The passage by this body at a special meeting of the so-called Stevens' resolution means practically that members of the association will not sell goods to any concern which on investigation has been found guilty of fraudulent failure, not even for cash. As the volume of business in this line handled by members of the association totals around a third of a billion dollars a year, this action should go far towards eliminating this class of retailer so far as men's furnishings are concerned.

The resolution gets its name from the secretary of the association, Willard B. Stevens, who presented it for action.

In deciding on such drastic measures it was pointed out that the dishonest merchant does not fear prosecution for presenting a false financial statement as a means of obtaining merchandise, and that some other method should be found for preventing such frauds, both for the protection of members of the association from losses, honest merchants from the unfair competition of cut-rate

sales in connection with such "bankruptcies," and the public from imposition.

To this end the board of directors of the association is authorized to investigate every case of failure where settlement is offered or effected on a basis less than one hundred cents on the dollar, in which any member happens to be a creditor. Reports will be issued only when such investigation shows no evidence of commercial fraud.

Copies of the resolution will be printed on heavy boards and distributed among members and such retailers as want it.

Plans Municipal Advertising Campaign

The Omaha Chamber of Commerce, through its bureau of publicity, established eight years ago, will start an "Open-an-office-in-Omaha" campaign in two general magazines and four business papers, beginning September 1. The first advertisements will occupy seventy lines. Then, if results warrant, the size of the copy will be increased and more mediums will be used. The copy will deal with after-the-war opportunities for business in the wealthy agricultural district of which Omaha is the centre. Such facts as these will be emphasized: Omaha leads the United States in butter production, is the second live-stock market and the fourteenth in bank clearings, although thirty-fourth in population.

This campaign is only one of several means the Chamber of Commerce will use to advertise Omaha. Others include the advertising of Omaha live stock and grain receipts in Eastern dailies; co-operation with the Industrial Bureau of the Chamber in the preparation of an industrial survey which is to be followed by an advertising campaign to secure for the city certain important industries; a campaign to advertise Omaha throughout its trade territory; the issue of booklets setting forth interesting data regarding the city and State; the furnishing of pictures and news mats; the preparation of a moving-picture film to visualize to people in distant States and cities the principal features of the city, and finally a campaign to secure a terminal building for housing manufacturing concerns of the smaller type. The campaign will be handled by the Darlow Advertising Agency, of Omaha.

Goes Into Elevated Advertising

H. S. Bishop, formerly president and manager of the Midland Service Company, Chicago, has joined the sales staff of the Chicago Elevated Advertising Company.

ADVERTISING *and* THE WORLD WAR

I HAVE been asked to tell you here of my part in the War. It would, I am sure, please those Advertising Men of America who know me and respect my faith in the power of advertisement. But the place to tell of it is not here, neither is it my job. I have still much work to do.

I am certain that no advertising man or woman in the United States has failed to give of their fullest to their Country in the hour of her need. The Allies also need your help. They need your skill to tell your Country of their Aims—to refute the lies of their enemies and yours. Do your best. The reward will be the satisfaction of work well done. There never was a greater chance. It is our hour.

Charles Frederick Higham

50 Ludgate Hill, London, E.C. 4

ENGLAND

The Mather & Crowther Agency

LONDON, ENGLAND

A few words to its American comrades
from a leading British Advertising House.

July, 1914

A big business growing bigger month by month. New clients joining the agency and planning for advertising at home and *abroad*.

Old clients spending always more money and reaching out to new markets.

Every department busy—a staff of 97 trained men working hard for a record year.

That was a long 4 years ago!!

July, 1918

Now after 4 years of war that has crumpled many things to dust, we are thankful that all the difficulties to be met in the field of advertising were not at once revealed to us.

One by one they have been met, and got over, through, or round.

All our fit men of right age went to the colors—promptly and cheerfully—the others with the aid of loyal women workers splendidly "Carried on."

Now 60 of "ours" are serving King and Country—and of these 9 have given life itself—7 are wounded men.

This English House is proud of its war time record, prouder still of its roll of honour, and sends a message of cheer to its American friends now uniting with us in the great fight for civilization.

The American Chamber of Commerce in London

A Brief Account of the Work of an Organization Destined to Play an Important Part in the Development of American Trade in Europe and the British Overseas Dominions

By Val Fisher

ONE of the most important events in Anglo-American commercial circles during the period of the war has been the establishment of the American Chamber of Commerce in London. Founded in 1915 by a body of influential American business men, the objects of this organization may be briefly summed up as follows: To further the development of commerce between the United States of America and the United Kingdom of Great Britain and Ireland; to investigate questions pertaining to their commercial and industrial relations; to collect and distribute statistics and information; to promote mutual interests, and generally to encourage and facilitate the transaction of business between the two countries.

Many cities both in Europe and America have Chambers of Commerce founded by residents of a foreign country to safeguard the interests of their country of origin, but the American Chamber of Commerce in London differs materially from these in that its scope is international; it is *not* designed for the sole purpose of safeguarding the commercial interests of American concerns doing business in the British market. The Chamber stands for very much more behind its mere commercial usefulness. It stands for a better political and social understanding and closer intimacy. It renders practical service to American concerns—not only those trading in Great Britain, but throughout the Eastern Hemisphere, and no less valuable service to British concerns trading with America. It is an organization which will be of inestimable value to both America and Britain after the war, and

practically during the period of commercial reconstruction in Europe.

Its 600-odd members include practically all of the resident Americans connected with important commercial work in Britain. While, of course, mainly appealing to this class, the privilege of membership has also been extended to local Americans not directly connected with business. Among the associate members are the most important British firms and individuals concerned in trading with America. The executive officers of the Chamber represent America's best brains in Britain, and although founded in a period of storm and stress, it has already given such evidence of its power for good as to insure its future growth.

OFFICERS OF THE CHAMBER

The officers are: President, G. M. Cassatt, Remington Typewriter Co., Ltd.; first vice-president, Wilson Cross, Vacuum Oil Co., Ltd.; second vice-president, R. H. Cabell, Armour & Co., Ltd.; honorary treasurer, Robert Grant, Jr., Higginson & Co.; honorary secretary, J. E. Dunning, National City Bank of New York; director ex-officio, The Counselor of the American Embassy.

The directors are: W. Sloane Accles, Niles-Bement-Pond Co.; R. M. Collins, Associated Press; Paul E. Derrick, Paul E. Derrick Advertising Agency, Ltd.; F. E. Drake, United States Rubber Co.; J. Grant Forbes, American International Corporation; Clarence Graff, Pynchon & Co.; Chas. S. Hall, Swift Beef Co., Ltd.; Howard S. Harrington, Harrington, Bigham & Englar; Frank Wyman Libby, Willys-Overland, Ltd.;

John Blair MacAfee, MacAfee & Co., Ltd.; George A. Mowrer, Sturtevant Engineering Co., Ltd.; Louis Morgan Porter, Bush Terminal Co.; F. E. Powell, Anglo-American Oil Co., Ltd.; R. P. C. Sanderson, Baldwin Locomotive Works; Henry W. Thornton, Great Eastern Railway; F. C. Van Duzer, S. R. Van Duzer & Son.

WHAT THE CHAMBER HAS ALREADY ACCOMPLISHED

Foreign trade between Great Britain and America in the ordinary sense does not exist. English branches of American houses are conducting business under such a maze of regulations and upon conditions which I am sure are not—cannot be—quite appreciated by their American headquarters staff.

Much of the work of this organization cannot, of course, be made public, but that the influence of the Chamber was responsible for the adjustment of the grave conditions imposed upon Americans by the commandeering of American securities in the hands of British Bankers by the Government is now well known.

In respect to the restriction of imports into Great Britain, the Chamber has rendered such service as to win the approval both of its members and the British Government. The Department of Import Restrictions had intimated its preference for dealing with the Chamber rather than with individual firms. In the collection and distribution of information concerning regulations, taxation and other matters covering the subject of investments in the United Kingdom, United States or the British Empire, and in dealing similarly with trade information covering every conceivable class of commodity, the Chamber has rendered a practical help of the first importance to its members.

Thanks largely to the opposition organized by the Chamber, the "Trade-Marks Bill Amendment Act" of the British Government (which struck at the very foundation of the trade in American trade-marked goods in Britain) is to be amended.

In co-operation with the former leaders of Belgian industry now in Britain the Chamber has founded the American-Belgian Chamber of Commerce, an organization which will play an important part in the reconstruction of the industry of that stricken country.

The work done by the many trade committees of the Chamber can be visualized by that of the Imports Committee, which, after the British Government had absolutely prohibited the importation of typewriters, induced them to allow 50 shipping tons per month to be imported for six months, and from the lifting of the embargo on the importation of 1,000,000 pairs of shoes manufactured in America for the British market, to mention only two instances.

PLANS FOR THE FUTURE

What has already been accomplished, valuable as it is, is only a foretaste of what the Chamber can and will do in the future.

The period of reconstruction in Europe will show its real value, and the directors are wisely leaving nothing undone to be ready for that occasion. Among the officers and members of the Chamber are men who in their individual capacities rank as authorities in their particular line, and the cumulative experience of such men is one of the Chamber's greatest assets. In addition to the committees usual in such organizations, special trade committees dealing with "Transportation" Laws and Arbitration, Publication and Press, The Decimal System, American-Belgian Trade, Commerce and Trade, Promotion and Printing, Trade Information, etc., have been formed. These are composed of a small number of members, each with special knowledge of the subject, acting under a chairman of proven experience in his particular field. Numerous sub-committees deal, also, with matters pertaining to individual trades.

The chamber has established cordial relations with the Governments of both countries. The

THE firm of W. L. Erwood has contributed in men and cash, more than its quota to the Allied Cause.

Everyone of the original male staff with the exception of two (one "unfit"—the other over military age) has joined the colours.

To help an agency which had staff difficulties, we co-opted it with ours, until now every male member of that agency, too, has enlisted.

We closed our art department as every artist laid down the brush to take up the rifle.

This firm probably places more advertising for American advertisers in the British Press than any other advertising agency, and in addition to looking after their publicity interests we have in many instances supervised the sales organisations of our American Friends, unable through lack of travel facilities, to pay their usual visits.

This plain statement is made not merely to publish our peculiar difficulties, but our determination that whatever the cost, we are out to see this fight through to a proper finish.

We greet our American brothers, and are proud to know that they are with us, and that we are one in aim and one in sentiment.

W. L. ERWOOD, Ltd.
British and Foreign Advertising
Agents
30 Fleet Street, London, E. C. 4

Council of National Defense at Washington has indicated its intention of utilizing the Chamber in its great national war activities. Affiliation has been made with the Chamber of Commerce of the United States of America, and with the foremost local Chambers and representative trade bodies throughout the States. Any American citizen or American firm or corporation of good standing and interest in the objects of the Chamber is eligible to active membership, but no naturalized American, and no firm which is composed of or controlled by naturalized American citizens whose country of origin is at war with the United States, is admitted.

The membership fees are out of all proportion to the benefits to be derived from a proper use of the Chamber. To Americans contemplating trade in Britain or an allied or neutral country, the benefits are apparent. The good work already done and the high commercial standing of the men who are throwing their energies so whole-heartedly into the conduct of its affairs are a guarantee of the future usefulness of this organization to the commercial world of the United States of America.

N. C. R.'s Model Stores for Demonstrating Product

MANY of our agents have been most successful in arranging their demonstration rooms to look like real stores. They have discovered that a better impression is made on a prospective purchaser when the register is shown in a setting that makes him feel at home.

The selling advantage of having the P. P. operate the register during the demonstration has been well known to these agents, but they have found that this advantage has been given increased value by having the register in a store scene that fairly represents the P. P.'s own place of business.

A demonstration room of this kind puts the P. P. at ease. It

makes him think of his store and the troubles he has every day. His mind centres on the machine that will stop his troubles and save his profits. He doesn't think about price—only of the money and time-saving things it will do for him.

Here is what J. F. LeBrou says about his model store demonstration room: "The work of demonstrating is greatly facilitated, and you feel as you proceed that the merchant is 'getting it.' I believe that if everybody adopts this idea they will soon find a great increase in orders for high-grade registers."

The need of model store scenes is being seen by a growing number of our agents. To fill this need the company is preparing three different store scenes. They will represent a grocery store, a hardware store, and a drug store. They will be lithographed and mounted on heavy canvas.

The scenes will be six feet high and seven feet wide, and are to be hung on the demonstration room wall, one back of the other.

By pulling the cords that operate the rollers on which the scenes will be wound, the grocery store can be replaced by the hardware store, the hardware store by the drug store, or vice versa.

These scenes are now being prepared, and will be furnished to all agents at a moderate cost. Further announcement will be made when the scenes are ready for shipment.

To complete a model store, all that is necessary is to have a stand thirty inches high on which to set the register to be demonstrated, and to provide the prospect with a chair.—*From the "N. C. R.," house-organ of National Cash Register Co.*

Frank G. Barry in Ordnance Department

Frank G. Barry, formerly for a number of years advertising manager of the *Motion Picture News and Classic*, Brooklyn, has been appointed an advertising executive in the Ordnance Department, with headquarters in Washington.

Rounding Cape Horn

What the War did for us in 1914

GREETING from the West End Advertising Agency, of 193-5 Oxford Street, London, to the Advertising Fraternity of America. Our firm was founded in 1878 by our present Managing Director, Mr. Thomas Dixon, well known in every part of the world by virtue of the thousands of Advertising Experts he has trained and by virtue of his many series of lectures on Advertising and Salesmanship, given at the headquarters of the Y. M. C. A. Among our numerous clients are many of the most important and largest national advertisers, in a number of whose businesses we have a large financial interest.

This introduction will enable you to realize what war meant when suddenly in 1914 the whole of this edifice representing a life's work seemed likely to fall clattering about our ears. Instantly on the declaration of hostilities every solitary one of our advertisers stopped advertising and practically all business was temporarily paralyzed. Creditors became nervous and clamored for immediate payment; debtors pleaded the moratorium; our already heavy expenses of offices and staff were increased by allowances to those who were called to the colors. The outlook was desperate; ruin was starting; his grimest; no trace, no glimmer of a hopeful dawn showed itself.

Then followed the realization that personal considerations were insignificant—the primary aim was to win the war and to sink all

regrets until that was achieved. When once our path of duty was plain and we determined to cling to our post matters slowly, almost imperceptibly at first, began to improve.

A spirit of initiative asserted itself among our numerous clients. The Columbia Graphophone Company rose to the occasion by supplying topical records to suit the moods of the people, and thus saved the record business. Messrs. Charles Packer & Co. created a universal demand for exquisite badges designed in gold with rich stones. Cherry Blossom Boot Polish quickly seized its opportunity and made Tonette the correct military shade of polish, indispensable to the military man. The resources of the Birmingham Small Arms Company were taxed to the utmost providing machine guns, rifles and motor cycles. The output of Sir Herbert Marshall's factories producing the world-famed Marshall & Rose Piano, the most luxurious and costly instrument on the market, was oversold a hundred times. The demand for the Angelus Piano rose enormously.

The Dictaphone System by a vast educational campaign forced its way into practically every Government department as well as the personal offices of cabinet ministers and large munition and manufacturing concerns.

And so gradually by example and energy their own and thousands of other businesses were revitalized, and by the unified effort of everyone concerned the storm was weathered. Remember, we could foresee nothing at the time. We groped our way to commercial restoration in the dark. You, our American friends, are going through a similar ordeal, but you have the advantage of the light of our experience. Both nations are now fighting for the same ideals. After the war we British and American advertising men are going to co-operate far more than in the past. And so with extended hand of friendship as an earnest of our goodwill towards American advertising men, we present this story of how we rounded our Cape Horn.

The West End Advertising Agency, Ltd.

THOMAS DIXON, Managing Director

193 and 195 Oxford Street, London, W. 1, England

Announcement !

TO AMERICAN Advertisers who have in the past so consistently used our pages—and to those who will do so in the future—we send fraternal greetings. We are proud to have you as our allies in war as in commerce.

Our first duty is to win the war. To this end we have deliberately deleted *all* advertising from our pages to make room for war news. To the hundreds of members of our staff who have joined the fighting forces we are paying salaries and keeping their situations open. To the dependents of the fallen brave we are voluntarily paying pensions.

We are confident that you are with us in our determination to win a just and honourable peace, and when that time comes we shall welcome you back to our columns.



Circulation 3,000,000 Per Issue

The largest circulation and the largest number of readers in the world.

BOUVERIE STREET
LONDON, E.C. 4

The Government's Attitude Toward the Press

By Solicitor William H. Lamar
[Of the Post-Office Department]

(Reprinted, by permission, from "The Forum")

INFORMATION in various forms and of convincing nature received by the Postoffice Department since the declaration of war shows that there exists an organized propaganda to discredit and obstruct in every way the prosecution of the war. Its purpose is to defeat the business for which the Government is spending billions of dollars and may be called upon to sacrifice thousands of lives. Individuals and publications furthering this propaganda in many ways subtly guard their utterances in the attempt to evade criminal liability for their acts; nevertheless, they have been united in furnishing the same character of material, whether partially true or entirely false.

In determining whether matter of unlawful import and bearing was so intended or put forth wilfully, a variety of considerations, some of which may be extraneous to the matter itself, may be taken into consideration by the Postoffice Department.

* * * *

If the speaker or writer wants his country to win the war, if he feels that his country must win the war, if he be determined, so far as he himself is personally concerned, that it shall win the war, he cannot offend.

In one section a violent anti-Socialist will base his opposition to the war activities of the Government on religious prejudice; in another a certain type of Socialist will base his on class antipathy. All manners and kinds of disaffection, disagreement and discontent, often of violently conflicting genesis, apparent cause and general purpose, co-ordinate in obstructing the Government in carrying on the war. To the ultra-Irish it is made to appear we are fighting for the British King; to

the ultra-Protestant we are accused of fighting for Italian Catholicism. The generally discontented are told we are fighting for "Wall Street." The intended effect of it all is to keep us from efficiently and successfully fighting Germany. This novel and widespread co-ordination, there is no doubt, is nothing but the working of wires carefully laid and charged by Bernstorff and his confederates, first with the purpose of keeping us out of the war, and, second, to render the nation impotent—as the German Chancellor boasted to Gerard we would be—in case we entered the war.

How much better, how much more in keeping with our ideals is the orderly and constitutional method provided by Congress for meeting this propaganda than the lamp-post method sometimes suggested in the public press, and which characterized in the past similar situations in our own and other countries.

* * * *

Certain rulings of the Department in the administration of the Espionage Act have been erroneously termed "suppression" of a publication. There is no such thing as the suppression of a publication, as such, under our system. Individual issues of papers may be prohibited the mails; but in addition to this, what is called the second-class mailing privilege, that is, the privilege of newspapers and other periodical publications to be carried at the one cent per pound rate of postage may be withdrawn for the reason that the publication systematically publishes non-mailable matter, and could not be permitted under the terms of the law to have the second-class mailing privilege. Having forfeited its right to the second-class privilege, it may, or may not, in future

present issues which are mailable. If mailable, they may be carried at any rate of postage other than the second-class, and if non-mailable are excluded entirely.

The second-class permit, in the first instance, is issued upon a showing made by the publication of the character of the matter it has carried in a series of issues preceding the date of the application. The permit must be canceled, if canceled at all, on the same kind of showing as to the past. It cannot be anticipated what it will publish in the future, and there can be no question of the power to cancel the permit when the law under which it was issued is violated and ignored. The permit itself carries on its face the distinct provision that it is revocable whenever the publication ceases to conform to the law.

No rights of free speech or liberty of the press are involved in the issue or revocation of these permits. They cover merely a business arrangement by which a special privilege is granted upon compliance with conditions imposed by certain laws, and is retained only by continued compliance with those or any subsequent laws enacted by Congress bearing upon that privilege. The second-class mailing privileges are canceled for violation of the Obscene Statute and the Fraud Statute, as well as the Espionage or Trading with the Enemy Act. This simply means that the Government does not co-operate with one violating its laws, and that no one shall employ its agencies to its own hindrance or hurt as defined by Congress.

The charge is made that this temporary power is being utilized for the suppression of agitations that were objectionable to some elements prior to the war, particularly that for Socialism. The answer to this is that the best thought in American Socialism is for America, and with the Government in meeting this foreign-born and treacherous propaganda.

No one will now dispute Abraham Lincoln's democracy, yet un-

der his administration men were summarily jailed and denied that revered safeguard of personal liberty, the writ of habeas corpus. The sword was used to stop and seal the presses of disloyal newspapers; "copperheads" were transported ignominiously and without warrant of written law through the lines. To Lincoln the preservation of the Union demanded that such things be done, and they were done, as a rule, under the broad and undefined authority resting in the Commander-in-Chief of the Army and Navy in times of war.

It will not in the future be contended that the present Congress acted unwisely in providing by legislation some of the precautions which Lincoln had to take by arbitrary or martial process. Nor will the future historian be able to maintain that the present administration employed these powers unwisely or oppressively.

The Espionage and the Trading with the Enemy Acts make certain acts during the war, criminal, subject to indictment and punishment in the criminal courts. Military tribunals have no jurisdiction.

Congress also declared any matter violative of these acts non-mailable, placing upon the Postoffice Department the duty of seeing that the mails are not employed in contravening those acts. No new principle of government or administration is involved in this, for similar duties with respect to other non-mailable matter have for many years been imposed on that Department by Congress.

* * * * *

The Espionage Act places no positive burden upon any one, neither does the Trading with the Enemy Act, except as the latter requires the filing with postmasters of certain translations by papers printed in foreign languages as a condition of publication.

In speech one may advocate treason, convey false reports intended to interfere with the operation of the military forces, urge insubordination, disloyalty, mutiny

To Periodical Publishers in America

As the largest house engaged in the production of weekly and monthly publications in Europe, and possibly in the whole world, we send greetings to every American publisher. Already members of the same great profession, we are now happily allied in our great struggle for Victory.

From different sides of the Atlantic let us vie with each other in helping forward the attainment of those ends for which we are fighting.

The Press, daily, weekly, and monthly, wields an enormous influence—its power to guide the people into the paths which lead to Victory is inexhaustible. It is not the battlefield only which counts. War may be won in the workshops, the shipyards, the farms, or the larders of the people. By keeping ever in mind the cause to which our respective nations have dedicated their finest efforts and by impressing, continuously and consistently, our high purpose upon the minds of those who read our publications we can do a great work in this world crisis.

Editors and Publishers of weekly and monthly periodicals of America! We here in England are striving to pull our weight in this conflict. More than eleven hundred members of the staff of this House have already joined the colours—many have made the supreme sacrifice. Those that are left are straining every nerve to see that no channel is neglected by which the influence of our publications can be directed toward Victory. We know that you in America are trying to do that also. From across the sea we grasp your hand as brothers. From our homes on the heights around London we can hear the distant boom of our guns in France when the wind is favourable. You are far off and the noise does not reach your ears. But the cause for which our guns are booming has reached your hearts, and you are with us. Together we shall win.

THE AMALGAMATED PRESS, Ltd.

The Largest Periodical Publishing House in the World.

THE FLEETWAY HOUSE

London - - - E.C. 4

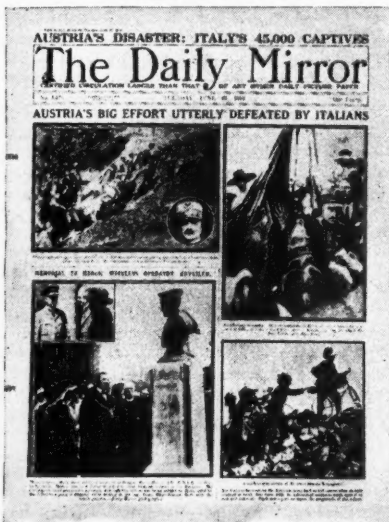
Publishers of

Answers, London Magazine, My Magazine, The Great War, The War Illustrated, Premier Magazine, Red Magazine, Home Chat, and forty other publications.

AN ANNOUNCEMENT TO OUR AMERICAN ALLIES



Certified circulation over Two Million Copies per issue. The largest of its kind in the world.



Largest Daily circulation of any Picture Paper in the world.

We deem it an honor as well as a duty to contribute to the support of the dependents of the army—our employees on active service.

We are glad to know you are with us in the fight for Liberty—fighting and working side by side we shall come to know and appreciate each other better than ever before.

Through the 2,600,000 copies of the SUNDAY PICTORIAL each week we have sought to inspire the public.

The millions of readers of THE DAILY MIRROR have co-operated with us in building the Nurse Cavell Home for Nurses, in increasing the food supply of the country and in collecting comforts for the soldiers of the Allies.

SUNDAY PICTORIAL

The Pictorial Newspapers Company, Ltd.

THE DAILY MIRROR

Daily Pictorial Newspapers, Ltd.

Bouverie Street
London, E. C. 4, England

or refusal of duty, yet his act is cognizable only in the courts as other criminal acts, like burglary, assault, forgery.

But when such unlawful advice and incitement take printed, written or other physical form and are tendered the postal service for carriage and distribution, the case is different. The Postoffice Department cannot be used as the vehicle for the dissemination of such unlawful matter.

Thus the Postoffice Department must act upon only unlawful matter seeking egress or distribution through the mails.

The constitutional provision establishing the postal monopoly is independent of the constitutional provision guaranteeing free speech and free press. The postal service is a business enterprise conducted under certain limitations in the interest of the people and the press. Inherently it has nothing to do with what anyone says, thinks, writes or prints. The courts have uniformly held that the power which created it may define and regulate it. That power is Congress. As one of the Federal courts, nearly forty years ago, said:

"It cannot, therefore, be said that the citizen of the United States has an absolute constitutional right, or in other words, that it is one of the privileges of his citizenship that his letters should be carried by the United States at all; and still less that they be carried in any special manner. Whatever rights he may have in this respect exist in the discretion of the Legislature, and are entirely different from those fundamental rights of life, liberty and property which are secured by the Constitution."

If the right to use provides that the mails may be limited in the interest of decency, honesty or morality, with how much greater propriety may it be limited in the effort to preserve the life itself of the nation?

Much matter may be published which is non-mailable under the law. This emergency legislation provides that certain kinds of

matter shall neither be mailed nor published. It is the duty of the Postoffice Department to see that this class of matter is not mailed. This duty is in no wise censorship.

Authority to examine certain special classes of mail to determine its classification and mailable is the same now as before the war. This does not involve matter under seal, the privacy of which can only be invaded by a search warrant obtainable through judicial process.

THE POWER OF THE COURTS

A supervisory power over the action of the Department is in the courts—fully as to the law and sufficiently as to the facts—to prevent arbitrary action. To the judiciary, therefore, are remitted questions of constitutional right to protect citizens against executive invasion.

The law itself carefully protects any innocent or unintentional infraction of its terms by prescribing generally as to these new wartime offenses that they be committed with wilful intent to effect the illegal purpose.

Many things popularly considered treasonable, of course, are not so in a strictly legal sense; as to the actual crime of treason or insurrection, a separate section is applicable, and those offenses necessarily involve the establishment of premeditated guilty purpose. Difficulty arises in ascertaining the meaning of all words; and particularly is the difficulty enhanced in some cases by covert ambiguity of phrase, to be solved only by application of the old adage of reading between the lines.

The courts have held that the matter proscribed by these laws need not positively and directly advocate, for example, mutiny or forcible resistance to the draft, or obstruction to the enlistment and recruiting service. But, recognizing the power of suggestion, words which apparently do not go to this extent are yet considered to have such a purpose and effect, and are consequently violation of the law.

"It is at least arguable whether there can be any more direct incitement to action than to hold up to admiration those who do act," declared Circuit Judge Hough in considering matter held by the Postoffice Department to be non-mailable under the Espionage Act. "*Oratio Obliqua* has always been preferred by rhetoricians to *Oratio Recta*; the Beatitudes have for some centuries been considered highly hortatory, although they do not contain the injunction, 'Go thou and do likewise.'"

To exclude any matter from the mails because it contains criticism of the President, the Postmaster-General, or the Administration, would be unwarranted and illegal. But when a paper has violated the law, it would be equally illegal, as well as cowardly, to refrain from excluding it just because it happened also to criticize some one.

Those clever propagandists who endeavor to shield palpable violation of law by making at the same time violent criticisms find the premeditated defense inadequate. While the law does not notice criticism, neither does it permit criticism to be used as a cover for its violation.

While "criticism" of individuals, officials, of the Government should be welcomed and encouraged, it comes with better grace and effect from the mouths of those who are loyal to the nation and who realize that this war not only should be won but must be won and is going to be won.

Those who engage in criminal agitations revel in harking back to the "fathers," the Signers of the Declaration of Independence and the Constitution.

They are good rhetoricians but sorry historians. Had they lived in the days of the Revolution, they would have been "consistent" with their present mode of thought only by denouncing the wealthy Washington, the scholarly Jefferson, the stable Adams as a part of a "capitalistic class" who brought on the war to escape taxation.

And it may be reasoned from

history that had they pursued their present tactics then, instead of being mildly denied the use of the mails, they would have adorned the limbs of trees.

Successful Try-Out Campaign for Pimbley's Auto-Newer

A territorial try-out campaign is being carried on by the Pimbley Co., of St. Joseph, Mo., for Pimbley's Auto-Newer, a preparation for freshening up the finish of an automobile, and Pimbley's Auto-Black Enamel. Chicago and its environs was the territory selected in which to market the goods. Full-page displays are being used, one rotogravure. The object of the advertising is to secure distribution, first, to car owners, and, second, to dealers.

The large advertisements carry two coupons, one for each of these classes, for their convenience in ordering goods. The copy tells of the specific advantages of the two preparations, the greater space being given to the Auto-Newer, which is not a wax or heavy oil but a thin liquid which is designed to restore the lustre of the varnish or finish of the car after it has been washed or cleaned. Before the advertising was started the Pimbley Company did not have a single customer among the retail stores of Chicago. It now has over 200. Letters of inquiry and orders for goods have been received by the company from points several hundred miles from the city. It is quite likely that the campaign, which is under the charge of Collin Armstrong, Inc., of New York, will this fall be extended to Detroit and later on to other large business centres.

Advertising Induces Prompt Payments of Bills

An advertising campaign being conducted by the Syracuse (N. Y.) Business Men's Association to induce the public to pay bills promptly on the tenth of each month is proving successful, according to a report from that city published in *Women's Wear*.

The Association has been running full page advertisements in local newspapers for the past two months, saying that a merchant can't carry an account beyond thirty days, and that it is unfair to ask him to do so.

Several merchants report that a large number of their charge customers have responded to the appeal, another that he has received payment on accounts he had given up as "dead," while others remark an increase in cash purchases in place of "charge it."

James E. Fesler, formerly of the Saginaw, Mich., *Courier-Herald* and R. C. Horn, formerly of the Toledo *Blade*, have joined the advertising staff of the Detroit *Journal*.

'CARRYING ON'

—a brief account of the war services rendered by
The Managing Director and Staff of

A. J. WILSON & CO., Ltd.

Advertisement Contractors and Printers

LONDON

NOW that the American flag flies on the European battle fields with those of the Allied Nations in the cause of freedom, justice, and even civilization itself, it may interest American advertising men to know of the work undertaken in the common cause by those associated with the house of A. J. Wilson & Co., Ltd.

At the outbreak of war in 1914, from a staff numbering over one hundred, every available man voluntarily enlisted in Britain's new army, and the firm is represented in all three branches of His Majesty's Forces—the Navy, the Army and the Air Service. Half-salaries have been paid to the dependents of the men who have joined the colours.

The sudden depletion of staff threw double and treble the amount of work upon the shoulders of those left, who for four years have carried on uncomplainingly.

Those of the Staff who remain on account of age limit or health reasons, or who are in some other way debarred from joining, are playing their part with true British enthusiasm, serving in Motor Transport Volunteers, Volunteer Training Corps, Special Constabulary, Red Cross Societies, or other nationally recognized institutions to the extent their spare time permits.

The firm of A. J. Wilson & Co., Ltd.,—one of the oldest and most important advertisement contractors in London—was established over twenty-four years ago, and during the whole of this period has specialized in preparing and conducting the advertising campaigns of many of the leading British and American manufacturers associated with the cycle, motor-cycle, automobile and kindred industries, including the famous Dunlop Tyre concern.

MR. A. J. WILSON

Managing Director, of A. J. WILSON & CO., Ltd.

is the Honorary Secretary to the Motor Squadron of the London Volunteer Rifles, which, since its inception in the first year of the war, has undertaken important transportation work in connection with military operations. He is also the Official Representative for Hospital Arrangements of the Royal Automobile Club War Service. He has organized motor-car health-rides, combined with entertainments, for upwards of 100,000 wounded soldiers from London Hospitals. He serves with his own private cars and ambulance in all air raids and other emergencies.

Mr. A. J. Wilson also founded, and is Chairman of, The National Hostels for Deafened Sailors and Soldiers. He serves on the Committee of the Holborn Division of the British Red Cross Society, and holds offices in other War Service organizations.

Mr. Wilson is 60 years of age, has been totally deaf since the age of twelve, but still attends daily at his office, conducting the business affairs of the Company bearing his name.

A. J. WILSON & CO., Ltd.

Advertisement Contractors, Designers, Engravers and Printers
154 CLERKENWELL ROAD, LONDON, E. C. 1, ENGLAND



WE GREET our American Advertising Comrades, assured that just as they are wholeheartedly with us now in the fight for right, so will they remain loyal friends when **PEACE** comes—firmly bound by the links of friendship forged in the fires of war.

The Company has made provision for the dependents of all members of the staff with the colours, and their posts remain open for, we hope, their safe and speedy return.

Muller, Blatchly & Co., Ltd.

Directors:

HARRY MULLER, Chairman
ALEC G. SPENCE

W. ARTHUR BLATCHLY
HORACE J. ASHWELL

TEXTILE ADVERTISING EXPERTS
84 QUEEN VICTORIA ST., LONDON

Getting the Jobbers' Salesmen to Push Your Line

How a Territory Was Cultivated Intensively at Long Range under Sharp Competition

By a Sales Manager

I WONDER how many sales managers have lain awake at night figuring how they might get enthusiastic co-operation from the jobbers' salesmen. I've heard many of them say it can't be done, that the only way to cultivate a territory intensively is to put out your own corps of salesmen who haven't got 1500 to 2000 items on their minds, possibly some of them competing with yours, and let them build up the demand in the retail trade, turning orders over to the jobber.

Certainly the jobber isn't going to buy from you unless he sells your goods, and certainly he isn't going to sell them unless they are pushed. The question is, Are you going to push them for him, or can you make him push them?

Back in 1913 I was worrying pretty hard over this problem. We had several partially developed territories, one of them that I was particularly anxious to make a real break into. It didn't help matters a bit that we were manufacturing a grocery specialty in which there was very keen competition, and that I could not get the appropriation I wanted to cultivate this territory right, with a good corps of men. But the worst feature of the case was that we had a pretty bad name in that territory. Before my connection with the firm we had gone in there and loaded up a lot of jobbers with stock and promises, and the latter had not been made good. So it was more than an ordinarily hard job to develop that territory. I had just one man to do it with—just one man, whose whole time would be taken up calling on the jobbers and no opportunity to get very far among the trade itself.

There was one young fellow

who had been with us for only a short time. "Jones" is close enough to his real name for this story. He had been doing some very good work among the dealers in the East, and impressed me as the type of man who ought to be able to handle something bigger than the average grocer. Jones had sold advertising before he came with us, and I suppose that was the reason he had a little better grasp of the principles back of selling than some of the other men. He sold with his head rather than his mouth, but he was of the type that meets a situation as it arises more than he plans methodically in advance.

WHAT A FIELD SURVEY DEVELOPED

I thought I would send Jones out through this territory on a short trip, not so much with the idea that he would get a great deal of business as to get a survey of the field. Then we would figure out what methods would be most effective in overcoming the opposition we knew was there with our limited resources.

Jones beat me to it. He solved the problem himself while he was on the road.

His first stop was at Fort Wayne, whence the only thing he sent in was a discouraged letter. There were no orders. It seemed that there was no demand for our product; we had failed to keep our promise made previously to create a demand and to advertise, and under the circumstances nobody could see why our goods should be pushed. We were selling at \$5.75 a case, and our proposition was, as before, a discount of fifty cents a case to the jobber and a fifty-cent bonus to his salesman in lieu of the expense of introducing the goods which we would stand

otherwise. We had felt that the commission to the salesman particularly should increase his interest in booming our stuff a little. These inducements had no effect, however, as far as Fort Wayne was concerned.

Jones moved on to Wabash, where he managed to get rid of twenty-five cases, but without much enthusiasm on the part of the purchaser, who told him in effect:

"That extra discount looks nice on paper, but it doesn't amount to much when I can't move the goods. There's no demand to speak of. We've got another line established, and I don't think that my men are going to spend much time talking your product. They wouldn't spend any if it were not for that commission. I'll do all I can, but I can't make them talk it up when they have other lines they can sell more easily."

Things went on that way for a couple of days more until Jones reached Muncie, where he took the bit in his teeth and bolted along his own lines.

He walked in on a jobber who had bought seventy-five cases in the course of the year, and had sixty of them left, and he took the responsibility of withdrawing the commission to the jobber's salesmen. "There was a kick, of course. The goods were 'hard enough to sell even when the men had that inducement. If you take that away I simply can't make them push the line at all.'"

Jones took the bull by the horns and waded in on this issue.

"Don't tell me you can't make your men push a line if you want to," he said. "They may kick and growl, and report that they can't do anything with it, and advise you to drop it, but when it comes right down to brass tacks you're their meal ticket, and they're going to do what you want them to if you want them to hard enough. If they don't, it simply means you're not able to run your own business. Those men are working for you, not for us, and it's not up to us to pay them for it. But this is what we are going to

do for you. We're not going to help you sell *our* goods. We're going to help you to sell *yours*."

Jones explained the proposition that he had worked out on the train, took an order, came in to get the proposition under way, and then went back in the field.

JOBBERS RETURN HELP IN KIND

We furnished the jobber with a series of letters to be sent out weekly to his men, dealing with the science and fine points of salesmanship. It was educational matter of a helpful kind. It told of specific instances of how certain salesmen had handled this, that, and the other obstacle, and overcome it. These letters the jobber sent out over his own signature, and they contained no reference whatever to our own line. They produced results for him in a noticeable though perhaps not magical increase of efficiency of the salesmen. Then, every once in a while, we would write to the jobber and ask him to prod up his men on our stuff.

The jobbers did appreciate what we were doing for them, and they did respond by putting a little extra pressure on moving our goods. The particular wholesaler mentioned in the foregoing, for instance, sold 350 cases in 1914 as against fifteen out of seventy-five he had bought in 1913.

Jones went back to the wholesale houses in that section in an aggressive frame of mind. A favorite method of his which he applied judiciously was an appeal to the gambling instinct in the human breast. He would induce the jobber to make a blindfold test of our goods and those of our competitors, and say:

"If you pick ours as the best it's up to you to stock the goods and push them, or you have no sporting blood in you."

Out of sixty-one he sold twenty-five on this basis alone. With the plan to help develop the jobbers' salesmen through the letter series figured in, he sold fifty-seven out of the sixty-one.

Later on, when we felt we had established ourselves in the confi-

This Business Has Been Built Without Salesmen

We have depended upon recommendation, not solicitation, for new business. Yet the list of publishers, advertisers and advertising agencies we serve has steadily grown.

So large a volume of work is now offered us that we are forced to double our capacity. As heretofore, we shall devote ourselves to making as good color plates as can possibly be made.

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue . . . New York City
J. H. Tryon C. A. Grotz

The
POWER, ALEXANDER and JENKINS
COMPANY
Advertising
DETROIT



Perhaps you have noticed that the accounts of this organization do not "change hands" very frequently.

A GIBSON magazine (house organ) is a war-time and an all-time aid to the salesman shortage problem.

A Gibson magazine is a trade emissary, a follow-up of salesmen, and it sells direct.

It is to sales what an automatic machine is to production.

The Gibson organization is the war-time and all-time efficient, economical solution to the problem of getting out a house organ.

Samples and a book, "Reducing the Selling Cost"—both for the asking.

THE DAVID GIBSON COMPANY
Publishers
812 Huron Road - Cleveland, Ohio

Wanted at Once

Experienced Sales Executive

A rapidly growing manufacturer of Tractors and Farm Machinery, located in a Middle West city, has an opening for an experienced sales manager who is capable of taking complete charge of and directing its selling organization. He must be a good organization man, both in the office and field, and exempt from draft.

A permanent position with opportunity for advancement is offered the right man, who will be paid all he can make the position worth. State age, experience, former connections, salary expected and when you can come. Correspondence treated in confidence. Address A. D., Box 179, care Printers' Ink.

dence of the jobber, we would ask him for a list of his dealers, and to these would be sent letters and literature explaining the way in which our advertising was inducing demand.

Specific instances of how the jobbers pushed our line range all the way up to a 450 per cent increase. The average for the territory in 1914 was 200 per cent higher than in 1913, and it should be noted that we were concentrating on the large jobbers rather than the small ones. In each city we went after the biggest houses.

It is also to be noted that this development was obtained solely through making the jobber push our line with his own men. At no time did we have more than one of our own men in the field, and at no time did this single man devote himself to anything else than forming the link between the firm and the jobber. He did not touch the retail dealers at all. I think this is about as good evidence as can be offered that a territory *can* be cultivated intensively through the jobbers' salesmen.

New Paper Regulations Now In Effect

The Paper and Pulp Section of the War Industries Board is going to start an educational campaign to induce economies in the use of paper. Just how it will proceed to do this hasn't been announced yet. The idea will be to effect economies in such directions as in the use of lighter grade papers and plain and cheaper papers instead of fancy and more expensive grades. Rags, which enter into the manufacture of the higher grades, are scarce and needed in war work. The board feels that a good chemical pulp paper should serve the purpose as well during war times. Unnecessary use of paper in banks, offices, stores, etc., can be eliminated to an extent that will mean big savings, the board is sure.

Last week new rulings affecting the manufacture of several grades of paper and paper products went into effect. These rulings eliminate the heavier grades of book, cover, wrapping, writing and glazed papers, envelopes and fine stationery, fix a maximum weight, and standardize sizes, weights and colors. All unfilled orders on the paper manufacturers' books August 1 must be modified to conform to the new regulations. It is expected that this action will assist in bringing about larger production with the existing facilities and effect a considerable saving in car space.

Campaign to Persuade Young Men to Stay in College

War Department Working With Educational Interests, So That Supply of Trained Workers Will Not Decrease—Press Agent Work Comes First, but Advertising Is Promised

THE Government wants young men to stay in college.

To drive home the idea that the young men must stick on the educational job until summoned by Uncle Sam is the purpose of a campaign of advertising and publicity lately undertaken by the War Department in conjunction with the American Council of Education.

There is an idea prevalent in certain quarters to the effect that the object of this latest drive is to "save the colleges." The officials at Washington deny it. They explain that, incidentally, no doubt, the movement will operate to maintain full quotas in some educational institutions that might otherwise show serious shrinkage of the student body but it is insisted that the whole plan is strictly a matter of expediency for the purpose of preparing a body of picked young men from whose ranks the Army officers and specialists of the future can be chosen in the event that it is necessary to continue the American military establishment on the largest scale.

For the time being, this move to sell the young men of the country on a college career or technical training in the face of the competition offered by immediate active service on the fighting front does not encompass preparatory schools and other institutions of less than collegiate grade and thus does not affect the private academies which are among the most extensive advertisers in the educational field. Later, however, it is planned to bring these schools and likewise the high schools of the country within the scope of the campaign.

WILMINGTON DELAWARE

is rated as the wealthiest city per capita in America.

It is the home of the largest ammunition plant in the world.

Also many other great industries. Every one as busy as bees—and then some.

Every Evening

is vitally essential in any advertising campaign planned for Wilmington. It reaches a desirable class of well-to-do people—and gives results. That's the answer.

BRYANT, GRIFFITH & BRUNSON, INC.

Foreign Representatives

New York

Boston

Chicago

BUNTIN'S

MATS and STEREOS

are used by
**MANY OF THE
LEADING
ADVERTISERS**

J.T. BUNTIN, Inc.
209 WEST 38TH STREET. N. Y.

What the War Department has to sell in the present instance is a plan whereby able-bodied college students over the age of eighteen years are enlisted in the military forces of the United States, but are told to continue their studies until vacancies occur in the field units. Members of the Students' Army Training Corps will wear uniforms, supplied by the Government, but will receive no pay because on inactive service. Indeed, the status of each member of the new body will be that of a private soldier on furlough. He will undergo regular military training as a part of his course during the college year and will supplement this by six weeks' attendance at a camp for rigid and intensive military instruction, receiving during this six weeks' interim the pay of a private in the Army.

Having created this new service and brought it to what might be termed the marketable stage, the War Department has left the selling largely in the hands of the American Council of Education, one of the new war-time clearing houses or mobilizations which has headquarters in Washington and which is made up of virtually all the national organizations devoted to educational effort in any line. This agency created a special organization with Robert L. Kelly as Campaign Director. In each State there has been appointed a State Director (usually the president of the state university), and these field marshals will carry on the campaign along lines recommended from Washington but leavened with their own original ideas just as State Food Administrators, State Fuel Administrators and District Publicity Directors of Liberty Loan and Red Cross campaigns have prosecuted these respective drives.

Paid advertising will be used last, apparently in this effort to induce students to stand pat, though there is discernible from the outset of the campaign the usual eager willingness to fill space if any publisher or private advertiser will donate it. There

is talk of a series of posters to be issued by the new organization in conjunction with the United States Bureau of Education. Meanwhile, reliance is being placed chiefly upon press agency, propaganda and circularization through such channels as State councils of defense, State boards of education, chambers of commerce, women's clubs, federated churches, civic clubs, Rotary clubs, educational, engineering and health organizations. The fact that the first campaign on this new proposition must, by limitation, come to an end by the middle of September suggests new and intensive stunts but the only one thus far approved by Washington is the "Community Supper." The idea is to assemble the prospects in each territory at a repast arranged by the women's clubs and to present to them the patriotic and educational appeal.

This campaign to keep the young men in college and line them up for a military career might be supposed to have only the most unimportant points of contact with the interests of manufacturers. Yet, as evidence of how far-reaching are the effects of war-time readjustments it may be mentioned that this disturbance of normal college routine is creating something approaching a panic among distributors of merchandise designed for consumption by college boys. The writer has seen a letter from the proprietor of a large clothing and outfitting store located in one of the country's leading university centres who has, according to his custom, stocked up heavily in advance in anticipation of the needs of the student body in the matter of wearing apparel, etc., and who, suddenly confronted by the announcement that the Government will supply clothing, hats and shoes to all students who will enlist, is perturbed by the prospect. He declares that his predicament is that of every college town retailer who has stocked up with brands heretofore favored by college youths.

Make your Dollars *Thrifty* Dollars

As a nation we've not been a saving people—we've lived up to the last cent. We've felt a pride in the luxuries of our table, our establishment, our manners of life. Then came the war and its merciless demands to *give*.

From somewhere must come the ships, the shells, the food which will sustain the boys who fight. And from somewhere must come the money to *pay* for these. From where?

From the useless things we wasted. From the weakening habits which have cost us health and money. From the "more-than-enough" margin we've thrown away. We must save. The purchase of War Savings Stamps will help us. Into these we must put the *wasted* gasoline, the *uneaten* food, the treatings, the entertainments—all the unessentials which must pay for this war. From these we can hope to create the Democracy of the world, and to shorten the war as well.

Buy your War Savings Stamps bountifully. Take a pledge to buy them monthly. Think afterwards of what can be sacrificed. In this way you can begin to save. Your own conscience will be your gauge—your own intelligence can tell you where to draw the line. In this way you can take your self-respecting part in the Victory to come.

NATIONAL WAR SAVINGS COMMITTEE,
WASHINGTON



Contributed through *United States Gov't Comm.*
Division of Advertising *on Public Information*
This space contributed for the Winning of the War by
American Telephone & Telegraph Company, New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the offices.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Gmo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$30; half-page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

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Henry A. Reers, Jr., Bruce Riven
Frank L. Blanchard John Allen Murphy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, AUGUST 8, 1918

The National Trade-Mark

The whole structure of advertising is based on the idea that there must be some definite means of distinguishing both the quality and the origin of merchandise. Hence, it is that the trade-mark is the cornerstone of advertising.

PRINTERS' INK has always stood firmly for any movement or plan that is in accord with this fundamental principle of modern sales promotion. For this reason we have looked with a measure of approval on the proposal for a national trade-mark. But any enthusiasm we might naturally have for the project is tempered when we consider the difficulties that lie in the path of its wise administration.

In theory there is much to recommend the national mark. It looks like a plan, simple to operate, that would materially further the commercial interests of the country, and that would overcome some of the evils that beset American goods in foreign lands. In practice, however, the mark would encounter difficulties that might over-balance its possible advantages. If the national trade-mark is to fulfill the expectations of its sponsors, care must be taken in advance to avoid these difficulties.

In using a national brand, most certainly we cannot follow the German method. "Made in Germany" was not a trade-mark. It was really nothing more than a slogan denoting place of origin, due primarily to the insistence of Great Britain. Any value that it may have had as a trade-mark was largely nullified by its use on such a big variety of hodgepodge merchandise. True enough, it had a certain advertising value, but it carried with it no idea of a standard, except possibly that of cheapness.

To be effective, our national mark must be attached only to those products that truly represent American manufacturing superiority. It must be an implied guarantee of the quality and the regularity of the product bearing it. To mean anything a trade-mark must be put only on goods of a certain definite character. The wider the range of these goods is extended the less significance the mark must necessarily have.

An omnibus trade-mark is dangerous, because there is always the likelihood that it may give a free ride to products that don't deserve to be in good company. A national brand, or a super-trade-mark of any kind, binds together those products that use it. The good-will of one benefits the others. On the other hand, the ill-will of one hurts the others. Reliable manufacturers do not wish to have their products associated in a union where there is danger of such contamination.

The framers of the national trade-mark bill propose to get around these difficulties by restricting the use of the brand to those manufacturers who obtain a license for the purpose from the Secretary of Commerce. The licensee must faithfully comply with all the regulations governing the use of the mark, or forfeit a bond of \$5,000 and also have his license revoked.

That is all very well. Certainly it is vastly better than the unrestricted use of the uncontrolled "Made in U. S. A." slogan. But how is the Secretary going to determine which products are eligible for license? It will be necessary for him to have high standards. If these are strictly adhered to, many products will have to be denied license. At best, making selections is going to be a ticklish business. The whole plan portends a Government surveillance of business that is not pleasing. Many careful students of the subject believe that it will be difficult to administer such a law equitably. Its administrators are very sure to encounter numerous perplexities.

The British have come to this conclusion as a result of their experience. An article in last week's PRINTERS' INK told how the French have practically discarded the national trade-mark idea, but have hit on another plan which they believe to be better.

Most certainly the proposal for an American national trade-mark is not satisfactory to many large advertisers in its present form. We do not question the wisdom of some kind of a national brand. There are many good reasons why we should have one. Public sentiment is in favor of it. Some sort of bill is almost sure to go through. In framing it, therefore, let us try to avoid all mistakes that might make the national trade-mark a boomerang. Let us try to get the very best plan that it is possible for American advertising genius to devise.

Advertisers who have any suggestions to make should get their ideas before the sponsors of the bill.

Why Advertise a Product's Use?

In our issue of July 4th there was an article by C. M. J. entitled "Advertising and Service," in which the idea was very clearly brought out that the big opportunity before manufacturers to-day is to advertise the service to the public that inheres in their products.

On another page of this number will be found a contribution from the executive of a tire company, taking exception to C. M. J.'s ideas as they apply to the tire business. In brief, this man's contention—he signs himself W. S. C.—is that it is useless to tell owners how to care for tires, because they will neither appreciate the advice nor pay any attention to it.

Tires may be an exception, but we know of few products that cannot be made the subject of how-to-use advertising. The position of W. S. C. is the traditional attitude of that school of sales executives which hold that the uses of a staple or commonplace product are so obvious that it would be trite to tell people about them.

Several years ago, when Procter & Gamble started to advertise the uses of soap, a merry guffaw burst forth from many quarters. How ridiculous! Who had to be told what to do with soap? Yet to-day nothing is so solidly established as "use" advertising in the soap industry. In fact that movement, started long ago, has helpfully influenced the advertising of all toilet articles.

It is the same in the food business and in many other fields. That people like to be told how to use even the commonest foods is generally recognized in advertising circles.

W. S. C. might object that these are not good parallels. He might say there are many uses for foods and soaps, but that there is only one use for tires. That is not the point at all. The main principle back of use advertising is this: It is to the manufacturer's interest to have people get the maximum of benefit from his product. Unless he tells them how to use it,

the chances are that many of them will derive only a minimum of benefit from its possession.

This is one of the greatest principles in advertising. It is the cornerstone of many an advertiser's success, extending all the way from the Eastman Kodak Co. to the Victor Talking Machine Co. and back again to the California Associated Raisin Company.

PRINTERS' INK is well aware that there are lines where it is not practicable to use this great, constructive principle of business-building, but we would hesitate a long time before including any particular industry in that class.

British Experience and American Prospects

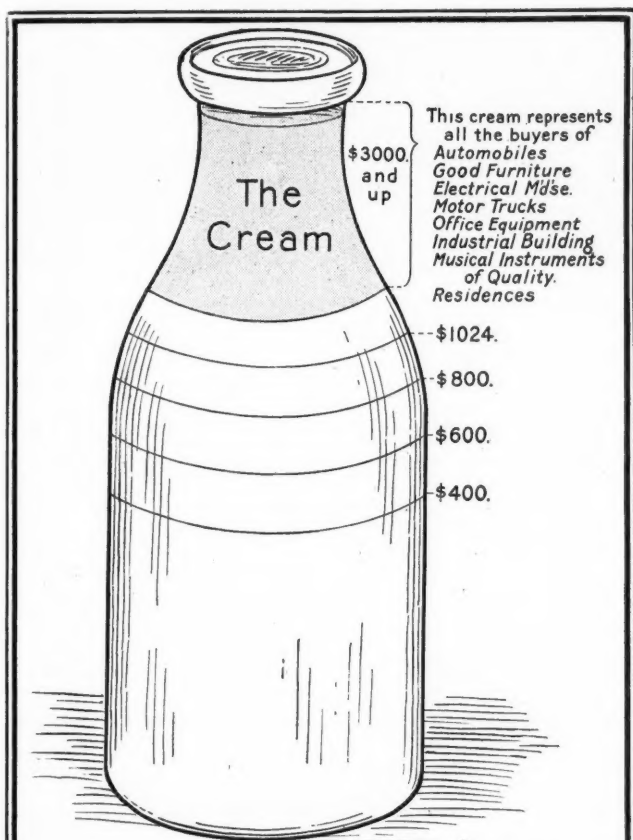
To the American advertiser and advertising man, there is certainly much food for thought in the article discussing British business conditions, which appears on page 3 of this issue of PRINTERS' INK. Every day it becomes more clear that England's war experience is the most valuable guide we could possibly have in regard to what is in store for us as we follow in her footsteps in our organization for war. That business, and specifically volume of advertising, should maintain themselves so amazingly under difficult conditions in the "right little, tight little isle" is the most heartening indication possible that American advertisers need have no cause for undue alarm.

Practically every restriction which business here in America faces, has long been in force in England; and yet the reports from there are uniformly that business holds up amazingly well, and in practically every line is better than anyone dreamed it could be. In the main, this is doubtless due to the more equable distribution of wealth since the war; but that is something which we are also witnessing here in America, where, in any case, the distribution has always been more uniform than abroad, and where the standard of living and the complexity of the needs of the working class have both been higher than they were in Great Britain.

In addition, we in the United States enjoy superiorities of geographical position, and otherwise, which make it certain that conditions for us will be better than those England has faced. Our British cousins are dependent for nearly all raw materials, and much of their food supply, on ocean tonnage which is at a terrible premium just now and will be for years; while in the United States our raw materials and food stuffs are for the most part either at our doors or not far by rail. Britain had to blunder into troubles and out of them blindly, without precedents to guide her; we have plenty of precedents. The storm burst over there without warning; while we have had three years in which to batten down our hatches. Every European country is now burdened by a load of war debt far in excess of our own; and no matter how long the war runs, it seems unlikely that this disproportion will ever be made up; though as concerns our Allies, no true American will indulge in self-congratulation on this score.

There is every reason, then, for the American advertiser to face the future with the utmost courage; he need only mix common sense and recognition of the changed conditions of affairs with his normal attitude of calm confidence, to be sure of weathering any storms which may be ahead. That every demand of the Government must be met goes without saying. Moreover, this is a time when private acts, even in fields unrestricted by official orders must be considered in the light of the national welfare. The war—and particularly the thrift movement inspired by Liberty loans and W. S. S.—has brought a new soberness to our people. We buy for value, to-day; we search advertising for definite, valuable information useful to ourselves.

The advertiser who learns to balance himself nicely between too great enthusiasm in his advertising and too little; who learns when to advance and when to pause for reconnoitering, will certainly find a rich reward waiting for his efforts.



Figures compiled from United States Government Statistics by the Bankers Trust Company of New York indicate that there are only 429,199 families in the United States with *family incomes* of \$3,000 and over. Therefore, The Quality Group suggests that a sure and economical way to reach *The Cream* of the purchasing power of the United States is through

The Quality Group

ATLANTIC MONTHLY
 CENTURY MAGAZINE
 HARPER'S MAGAZINE



REVIEW OF REVIEWS
 SCRIBNER'S MAGAZINE
 WORLD'S WORK



Automobile Chapel Mission at a mining camp in Texas. Thousands of Catholics situated like this must depend almost entirely upon these Motor Chapels for an opportunity to attend Mass and receive the sacraments. This is the kind of work the readers of Extension Magazine are doing for their less fortunate brethren. It is for this reason that their loyalty to the Magazine and its advertisers continues.

Purchasing Power Plus Loyalty

That's what the advertiser is interested in, and that's what Extension Magazine can give to the fullest extent.

Here's the proof!

The readers of Extension Magazine *voluntarily* contribute to the work of The Catholic Church Extension Society about one-half million dollars a year.

Reduced to its simplest terms it means that Extension Magazine places at the disposal of the legitimate advertisers this tremendous purchasing power and its readers' loyalty, which in itself is a great asset, at a rate of but \$1.00 per agate line for a guaranteed circulation in excess of 200,000 paid copies monthly.

Extension Magazine

"The World's Greatest Catholic National Monthly"

F. W. HARVEY, Jr., General Manager JAMES K. BOYD, Advertising Manager
GENERAL OFFICES:

223 WEST JACKSON BOULEVARD, CHICAGO, ILLINOIS

LEE & WILLIAMSON, Eastern Representatives, 381 Fourth Ave., New York City
Member Audit Bureau of Circulations

AUGUST MAGAZINES VOLUME OF ADVERTISING IN MONTHLY MAGAZINES FOR AUGUST

(Exclusive of publishers' own
advertising)

Standard Size

	Agate Pages Lines
Harper's Magazine.....	68 15,429
Review of Reviews.....	60 13,508
Scribner's	50 11,401
World's Work	50 11,319
Atlantic Monthly	39 8,849
Century	33 7,461
St. Nicholas	23 5,362
Munsey's	16 3,729
Popular (2 July issues)....	11 2,618
Blue Book	11 2,520
Wide World	10 2,300
Ainslee's	6 1,502
Bookman	5 1,204
Smart Set	4 896

Flat Size

	Agate Columns Lines
American	149 21,401
Cosmopolitan	144 20,694
Red Book	105 15,025
Metropolitan	67 11,475
Motion Picture Magazine...	77 11,006
McClure's	55 9,443
Sunset	64 9,167
American Boy	38 7,700
Photoplay	52 7,554
Everybody's	45 6,481
Hearst's	33 5,729
Boys' Magazine	29 5,175
Boys' Life	37 4,927
Current Opinion	15 2,174

VOLUME OF ADVERTISING IN WOMEN'S MAGAZINES

(Exclusive of publishers' own
advertising)

	Agate Columns Lines
Vogue (2 issues).....	343 54,370
Ladies' Home Journal....	168 33,332
Harper's Bazar	158 26,588
Good Housekeeping	156 22,359
McCall's	88 17,600
Delicetator	85 17,082
Pictorial Review.....	85 17,010
Woman's Home Companion. 77	15,531
Woman's Magazine	73 14,723
Designer	72 14,683
People's Home Journal....	40 8,082
Modern Priscilla	41 7,005
Home Life.....	38 6,764
People's Popular Monthly..	33 6,445

Agate
Columns Lines

Today's Housewife.....	29 5,940
Mother's Magazine	28 4,022
Holland's Magazine	15 2,908
Needlecraft	8 1,592

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRY- ING GENERAL AND CLASS ADVERTISING

(Exclusive of publishers' own
advertising)

	Agate Columns Lines
System	224 32,032
Popular Mechanics (pages). 92	20,824
Vanity Fair	109 17,255
Country Life in America.. 100	16,812
Association Men	112 15,786
Popular Science Monthly (pages)	62 14,070
Field & Stream.....	86 12,309
Physical Culture	74 10,585
Outdoor Life.....	59 8,539
Outer's Book-Recreation....	58 8,399
National Sportsman (pages) 35	8,028
Theatre	46 7,818
Outing	54 7,733
House & Garden.....	49 7,373
House Beautiful.....	35 5,343
Garden	37 5,261
International Studio	34 4,798
Illustrated World (pages).. 17	3,926
Arts & Decoration.....	25 3,500
Travel	20 3,254
Extension Magazine	12 1,956

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own
advertising)

	Agate Columns Lines
Canadian Courier (2 July issues)	92 16,825
Everywoman's World	81 16,378
MacLean's	113 15,844
Canadian Home Journal....	71 14,252
Canadian Magazine (pages). 41	9,240

VOLUME OF ADVERTISING IN JULY WEEKLIES

(Exclusive of publisher's own
advertising)

	Agate Columns Lines
July 1-7	
Saturday Evening Post... 213	36,356
Literary Digest	146 22,203
Town & Country.....	65 11,018
Collier's	52 10,009
Scientific American.....	45 9,103
Leslie's	48 8,251

		Agate				Agate	
		Columns	Lines			Columns	Lines
Independent	35	5,123		July 29-31			
Life	32	4,570		Christian Herald	11	1,948	
Outlook	28	4,123		Outlook	11	1,664	
Illustrated Sunday Mag..	19	3,506		Totals for July			
Christian Herald.....	14	2,457		Saturday Evening Post.....	138	546	
Churchman	14	2,342		Literary Digest	74	854	
Nation	16	2,269		Collier's	38	071	
Youth's Companion.....	8	1,757		†Town & Country	34	145	
Judge	10	1,531		Leslie's	26	983	
All-Story (pages).....	5	1,203		Scientific American	26	013	
July 8-14				*Outlook	17	855	
Saturday Evening Post...	233	39,737		Life	15	955	
Literary Digest.....	137	20,850		*Christian Herald	12	837	
Town & Country.....	74	12,494		Independent	12	589	
Collier's	46	8,860		Nation	9	064	
Outlook	30	4,426		†Illustrated Sunday Mag....	7	643	
Scientific American	21	4,326		Youth's Companion.....	6	903	
Leslie's	24	4,087		Judge	6	459	
Life	28	4,016		Churchman	6	358	
Independent	17	2,496		All-Story	4	688	
Christian Herald	12	2,125		*5 issues.			
Nation	14	2,081		†3 issues.			
All-Story (pages)	7	1,620		†2 issues.			
Judge	10	1,451		RECAPITULATION OF ADVERTISING			
Churchman	8	1,420		IN MONTHLY CLASSIFICATIONS			
Youth's Companion	6	1,214		(Exclusive of publishers' own			
July 15-21				advertising)			
Saturday Evening Post...	202	34,419					
Literary Digest	117	17,916					
Collier's	66	12,500					
Town & Country	63	10,633					
Leslie's	43	7,415					
Scientific American	35	7,016					
Illustrated Sunday Mag..	22	4,137					
Life	26	3,683					
Christian Herald	16	2,830					
Outlook	18	2,661					
Independent	16	2,310					
Nation	14	2,089					
Youth's Companion.....	10	2,000					
Judge	10	1,457					
Churchman	9	1,442					
All-Story (pages)	2	582					
July 22-28							
Saturday Evening Post...	164	28,034					
Literary Digest	91	13,885					
Leslie's	42	7,230					
Collier's	35	6,702					
Scientific American	27	5,568					
Outlook	34	4,981					
Life	26	3,686					
Christian Herald	20	3,477					
Independent	18	2,660					
Nation	18	2,625					
Judge	14	2,020					
Youth's Companion	10	1,932					
All-Story (pages).....	5	1,283					
Churchman	7	1,154					

July 29-31

Christian Herald	11	1,948
Outlook	11	1,664

Totals for July

Saturday Evening Post.....	138	546
Literary Digest	74	854
Collier's	38	071
†Town & Country	34	145
Leslie's	26	983
Scientific American	26	013
*Outlook	17	855
Life	15	955
*Christian Herald	12	837
Independent	12	589
Nation	9	064
†Illustrated Sunday Mag....	7	643
Youth's Companion.....	6	903
Judge	6	459
Churchman	6	358
All-Story	4	688
*5 issues.		
†3 issues.		
†2 issues.		

RECAPITULATION OF ADVERTISING
IN MONTHLY CLASSIFICATIONS(Exclusive of publishers' own
advertising)

		Agate	
		Columns	Lines
1. Ladies' Home Journal..	168	33	332
2. System	224	32	032
3. Harper's Bazar.....	158	26	588
4. Good Housekeeping....	156	22	359
5. American	149	21	401
6. Popular Mechanics (pages)	92	20	824
7. Cosmopolitan	144	20	694
8. McCall's	88	17	600
9. Vanity Fair.....	109	17	255
10. Delineator	85	17	082
11. Pictorial Review.....	85	17	010
12. Country Life In Amer.	100	16	812
13. Everywoman's World..	81	16	378
14. MacLean's	113	15	844
15. Association Men	112	15	786
16. Woman's Home Comp.	77	15	531
17. Harper's Mag.....	68	15	429
18. Red Book	105	15	025
19. Woman's Mag.	73	14	723
20. Designer	72	14	683
21. Canadian Home Journal	71	14	252
22. Pop. Science Monthly (pages)	62	14	070
23. Review of Reviews (pages)	60	13	508
24. Field & Stream	86	12	309
25. Metropolitan	67	11	475

Of Interest to Advertisers

THE very serious increase in the mechanical cost of publishing The Outlook due to war conditions, resulting in continued advances in the price of paper and higher printing costs, together with increased postal rates under the new zone law, made it necessary for us to advance the yearly subscription price from Three Dollars to Four Dollars. That rate went into effect February 1st, 1917. Our subscribers responded most liberally, and the subscription circulation is now upon such a sound basis that during the last fiscal year the average net cash received per subscription, from all sources, including subscription agents, was \$3.12, without premiums or clubbing offers. No rebate or special compensation in any form other than the regular commission was given to any subscription agent.

Incidentally, the net earnings of The Outlook for the fiscal year ending April 1st, 1918, were larger than in any previous year since 1910.

The Outlook, therefore, can safely assure its friends of constructive and genuine progress during the months to come.

THE OUTLOOK COMPANY

FRANK C. HOYT, Treasurer

PRINTERS' INK'S FOUR YEAR RECORD OF AUGUST ADVERTISING

GENERAL MAGAZINES

	1918	1917	1916	1915	Total
Cosmopolitan	\$20,694	\$22,951	21,645	20,160	85,450
Harper's Magazine	15,429	20,980	20,876	17,220	74,505
McClure's	\$9,443	\$16,240	\$19,578	\$23,107	68,368
American	\$21,401	\$19,380	\$11,823	\$9,894	62,498
World's Work	11,319	13,889	19,264	15,680	60,152
Metropolitan	\$11,475	\$15,593	\$17,739	\$15,069	59,876
Scribner's	11,401	14,371	14,615	12,186	52,573
Review of Reviews	13,508	16,401	19,348	13,888	49,637
Sunset	\$9,167	\$11,777	\$16,156	\$11,260	48,360
Everybody's	\$6,481	\$8,741	\$12,814	\$13,268	41,304
Century	7,461	11,223	11,666	9,086	39,436
Red Book	\$15,025	\$7,090	\$9,184	\$7,378	38,677
Hearst's	\$5,729	\$8,250	\$11,310	\$12,292	37,581
American Boy	7,700	8,715	7,751	6,694	30,860
Atlantic Monthly	8,849	7,806	4,951	4,949	26,555
Munsey's	3,729	4,240	8,858	8,540	25,367
Motion Picture Magazine	\$11,006	\$4,614	\$4,098	\$4,598	24,316
St. Nicholas	5,362	6,531	5,063	4,970	21,926
Boys' Magazine	5,175	5,781	4,405	6,030	21,391
Boys' Lite	4,927	6,389	4,904	4,602	20,822
Photoplay	\$7,554	\$3,827	\$4,780	\$3,428	19,589
Current Opinion	\$2,174	\$6,065	\$4,284	\$4,609	17,132
Ainslee's	1,502	2,860	2,650	3,304	10,316
	209,116	243,614	267,662	222,222	942,614

‡Changed from standard to flat size.

WOMEN'S MAGAZINES

Vogue (2 issues)	54,370	56,932	57,734	42,933	211,969
Ladies' Home Journal	33,332	29,034	21,959	14,211	98,536
Harper's Bazar	26,588	26,830	25,840	11,648	90,906
Good Housekeeping	\$22,359	\$21,845	15,471	12,292	71,967
Woman's Home Companion ..	15,531	18,572	14,357	13,906	62,366
Pictorial Review	17,010	17,987	12,400	10,351	57,748
Delineator	17,082	11,811	13,779	8,613	51,285
Woman's Magazine	14,723	10,392	12,312	7,771	45,198
Designer	14,683	10,325	12,269	7,771	45,048
McCall's Magazine	*17,600	7,036	7,852	5,967	38,455
People's Home Journal	8,082	7,043	8,071	8,284	31,480
Modern Priscilla	7,005	4,958	7,412	6,092	25,467
Mother's Magazine	4,022	4,635	5,268	6,392	20,317
	252,387	227,400	214,724	156,231	850,742

‡Changed from standard to flat size.

*New page size.

CLASS MAGAZINES

System	\$32,032	\$28,176	21,952	14,546	96,206
Vanity Fair	17,255	24,561	30,594	18,181	90,591
Popular Mechanics	20,824	24,311	23,926	17,884	86,945
Country Life in America	16,812	21,049	23,276	16,128	77,265
Popular Science Monthly	14,070	16,093	14,886	14,364	59,413
Field & Stream	12,309	15,207	12,144	10,338	49,998
House & Garden	7,373	9,839	8,278	6,252	31,742
Physical Culture	\$10,585	\$7,672	6,960	6,125	31,342
Theatre	7,818	8,358	9,812	4,042	30,030
Outing	\$7,733	\$6,818	6,888	6,152	27,591
House Beautiful	5,343	5,131	5,621	4,800	20,895
Garden	5,261	5,887	5,684	3,458	20,290
Travel	3,254	6,791	4,592	4,480	19,117
Illustrated World	3,926	4,552	6,048	4,032	18,558
International Studio	4,798	4,223	4,721	4,018	17,760
	170,393	188,668	185,382	134,800	679,243

‡Changed from standard to flat size.

WEEKLIES (4 July Issues)

Saturday Evening Post	138,546	120,935	*130,227	*78,204	467,912
Literary Digest	74,854	66,288	*63,460	*43,399	248,001
Collier's	38,071	53,681	*65,217	*45,245	202,214
Town & Country	\$34,145	\$40,494	\$33,981	\$27,372	135,992
Leslie's	26,983	25,365	22,974	*26,385	101,707
Life	15,955	17,521	27,526	*23,290	84,292
Scientific American	*26,013	19,994	*21,534	*16,620	84,161
Outlook	*17,855	24,214	18,966	17,795	78,830
Christian Herald	*12,837	11,671	16,506	13,944	54,958
*5 issues.					
‡3 issues.	385,259	380,163	400,391	292,254	1,458,067

Grand Total 1,017,155 1,039,845 1,068,159 805,507 3,930,666

Says Publishers Must Ask Higher Rates

A recent editorial in *Sunset* says: "Publishers of American periodicals have not been guilty of profiteering. Though the price of paper, ink, paste, of chemicals used in photo-engraving and of other material doubled in the past three years, though wages in the print shops went up, the cost of the periodicals to buyers and subscribers was not increased until very recently. And the direct and final cause compelling the publishers to increase their prices was the drastic lift given the postage rates. In order to meet these increased postage rates and to cover the growing cost of manufacture at least partially, the publishers of *Sunset* are forced to increase the newsstand price to twenty cents, beginning with the September issue. The subscription price after August 15 will be two dollars a year except in the *Sunset* Country, the eleven Far Western states of California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona, Nevada and Utah. In this territory the annual subscription price will remain at a dollar and a half for the present.

"Until August 15 the publishers will accept subscriptions at the old rate from any part of the United States."

Standardized Copy for Fourth Liberty Loan

New York, July 27, 1918.

Editor PRINTERS' INK:

Would it not be a good move, on the part of the advertising profession, to attempt more thoroughly to standardize advertising of the next Liberty Loan?

Possibly the plan I have in mind has already been considered, but if not, I would like to offer the following suggestions to the proper parties:

1. Prepare a national newspaper campaign of advertising. Either through the Publicity and Advertising Department of the Treasury Department at Washington, or through the Division of Advertising of the Committee on Public Information, arrange for a series of about thirty good newspaper advertisements, ranging in size from a page down to whatever size may be considered an effective advertisement.

2. Divide the advertising profession of the United States into districts exactly like the Liberty Loan districts, and call upon the advertising men of each district to contribute a given number of ideas.

3. When these ideas are received, select a committee to judge the merits of same and select a good series.

4. Then put this out to all newspapers, banks, business houses, etc., in every local community in the form of a "newspaper advertising plan," which would reproduce the ads, contain editorials on the fourth loan, etc., together with instructions as to where to send for mats or plates, or whatever material the Liberty Loan officials will put out—such as posters, display cards, etc.

5. Make up a set of master electrotypes and send to the publicity director of each Federal Reserve District, who would supply mats or plates as desired.

If such a plan were to be put into effect, I believe it would bring about better newspaper advertising, save much time and confusion, and undoubtedly save thousands and thousands of dollars in mechanical expense. You would thus secure the very best efforts of the advertising profession in the way of copy ideas, and such a campaign directed from one central source in Washington would tend to promote a more systematic and organized campaign.

Possibly the objection might be raised that each local community is better fitted to tell its own Liberty Loan story in advertising, but if the advertising men of each Federal Reserve District had submitted several copy suggestions, would that not eliminate that objection?

And is it not true that there is but one story to be told, and that it is the responsibility of the advertising profession to see that it is told in proper advertising form? Or in other words, would not the same advertisement or piece of copy sell the idea as well in Rochester, N. Y., as it would in Los Angeles?

Undoubtedly the Division of Advertising will carry a magazine campaign for the fourth Liberty Loan, as they did for the Red Cross. Why not take those same magazine advertisements and adapt for newspaper use?

S. J. P.

New Advertising Agency

Milton Hirschfeld, general manager of the Detroit Ad Service, and Nat C. Wildman, of Baltimore, Md., have formed an advertising agency known as the Hirschfeld-Wildman Company, with offices in Detroit, Baltimore and Cleveland.

Drake Now in Army

John A. Drake, of the Campbell-Ewald Company, Detroit, went to Camp Custer Tuesday, July 23. Mr. Drake has been a member of the Machine Gun Company, 550th Infantry, M.S.T., for a year past.

Will Now Advertise Millinery

J. Wayne Andrews, who for some time has been with the Reincke-Ellis Company, Chicago engravers, has become advertising manager of D. B. Fisk & Company, wholesale milliners at Chicago.

Quits Advertising; Enters Navy

Salem Baskin has resigned as advertising manager of The Hub, Chicago, to enter the Navy. He is now training at the Great Lakes Station. R. J. Robinson has succeeded him at The Hub.

War Board Cuts Papers' News Space

Daily and Sunday newspapers must curtail the space given to reading matter, according to a ruling of the pulp and paper section of the War Industries Board, announced August 5. Savings must also be effected by discontinuing certain wasteful methods of circulation.

The reduction of news matter in weekday editions must begin August 12, and in Sunday editions September 1. The news matter is to be curtailed on a sliding scale of percentages, running in week-day editions from 5 per cent on matter up to 50 columns, to 50 per cent on matter exceeding 90 columns. The reduction in the case of Sunday papers runs from 10 per cent on matter up to 150 columns to 60 per cent on space above 350 columns. The curtailments are to be based on the average amount of matter published during the first six months of 1918.

Among the revised circulation methods that must be put into effect are the following: Non-return of unsold copies; prompt discontinuance of subscriptions at expiration; no sample copies; discontinuance of all free copies, with certain specified exceptions; discontinuance of selling advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount.

Further, to save paper, the War Industries Board rules that no new newspaper shall be established during the war.

In order to secure the enforcement of the Board's rulings, paper mills that are put upon the priority list for coal must sign a pledge that they will not furnish paper to any consumer who does not pledge himself to observe the Board's regulations.

Arthur Kudner, of Erwin & Wasey Company, Chicago, has gone to Camp Jackson, S. C. He was formerly with the Cheltenham Advertising Agency, New York.

But Advertising Couldn't Still the Typewriters

One office manager, says an item in Alexander Hamilton Institute's *Business Progress Bulletin*, successfully adopted the following plan to reduce the loud talking in his office.

In his weekly house-organ, which is distributed at close of business each Saturday, he published an article on the evils of loud talking in an office. In addition, he had printed up a series of six small cards, each bearing an individual appeal to eliminate this habit.

On Monday morning when the employees came to work they found on their desks one of these card reminders. Each morning during that week they found a card, each one different in its wording, type, color of print, etc., and yet each making the same appeal—to eliminate loud talking. On the bulletin boards was displayed daily a different reminder of the same thought.

Constant appeal over the period of the week cut down the loud talking in his office to a point where it was negligible.

This same office manager made a similar drive to cut down the number of unnecessary interruptions in the office among employees. He urged the more frequent use of the office boys, telephones, written memoirs, etc. The plan worked out equally successfully.

Touching on Rationing of Goods

Keep your temper, gentle sir,
Writes the manufacturer,
Though your goods are overdue
For a month, or maybe two,
We can't help it, please don't swear,
Labor's scarce and needlessly rare,
Can't get drugs, can't get glass,
These are facts—'tis true, alas;

Harry's drafted, so is Bill,
All our work is now up-hill,
So your order, we're afraid,
May be still a bit delayed.
Still you'll get it, don't be vexed.
Maybe this month, maybe next;
Keep on hoping, don't say die,
You will get it by and by.

—Drug Topics.

College Boys as Censors

NEW YORK, Aug. 3, 1918.

Editor PRINTERS' INK:

We are asked to save paper. There is not a daily in the land that could not save 20 per cent of the paper used by trimming down its scare heads, avoiding duplication of news items, reducing the sporting and theatrical matter (and especially the portraits), and condensing its literary style.

I asked my class in personal efficiency at the New York University to blue pencil all that they considered non-essential in our best daily of a certain date. None cut out less than 20 per cent; some nearly 50 per cent.

ROBERT GRIMSHAW.

ROYAL

COLOR ELECTROTYPES

As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs.

ROYAL ELECTROTYPE COMPANY
PHILADELPHIA

THE Underwear & Hosiery Review

Vol. 1 No. 7

The Journal of the Underwear and Hosiery Industry

May, 1914



PRINCESS MAY

Illustration of Underwear
See Page 27

Wanted

AN advertising solicitor who knows and is known to the principal advertising agencies; preferably one who is familiar with the underwear and hosiery trade.

Apply, with full particulars, in strictest confidence to

**The Underwear
& Hosiery Review**

320 Broadway
New York, N. Y.

The Little Schoolmaster's Classroom

AS an illustration of how careful advertising men must be in creating slogans, that there shall be no double meaning or back action, the Schoolmaster calls attention to the W. S. S. slogan: "A pledge to save is a pledge to fight—Buy Thrift and War Savings Stamps." That there could be any misunderstanding of this slogan seems impossible; yet when one of the Schoolmaster's friends read the slogan for the first time, he remarked, "Well, if I have to go to war and fight if I pledge myself to buy War Savings Stamps, why I am not going to pledge myself." The man said it in fun, for he understood the meaning of the slogan, but the Schoolmaster immediately wondered if that slogan might not be read that way by many ignorant people. There have been instances during the Liberty Loan drives where hastily created slogans have been absolutely misread by the less intelligent of the citizenry.

It is, therefore, highly important that the creator of a slogan get out from behind it and look at it from the front, sides, top and bottom. One especially effective way of doing this is to try to joke about the new-born slogan. It is surprising how quickly poor slogans will show their weakness under this treatment. Only the other day the Schoolmaster was walking down the street with a friend (not an advertising man, by the way) when a delivery wagon of a certain tobacco company rolled by. On the side of the wagon, beside the picture of a package of a well-known cigarette, was a slogan, in quotation marks, reading, "My! What a cigarette!" The Schoolmaster's friend was smoking a cigarette at the time, and as he glanced at the wagon he drew his face into a regular Limburger-cheese expression of repugnance and exclaimed, "My! *What* a cigarette!" The Schoolmaster will never be able to think of that

brand of cigarettes again excepting as something very disagreeable. Nor is it necessarily the fault of the slogan in this particular case: The real trouble was that the reader was left to make his own picture of "My! What a cigarette!" whereas the advertiser really ought never to use that slogan without supplying with it the picture of enjoyment and satisfaction which the writer of the slogan meant it to convey.

The slogan is one of the sharpest of all the tools of advertising, but before using any slogan it is well to make sure that it is not double-edged.

* * *

Standing in the lobby of an office building the other day, the Schoolmaster overheard a scrap of conversation between a young lady and a business man. Said the young lady, "I have just bought a vacuum cleaner."

"What make?" asked the man.

"A ———, they said it was," said the young lady, mentioning a name that nobody but the manufacturers ever heard of, probably; certainly one that had never been advertised.

"What made you get an unknown machine?" asked the man.

"Why, I don't know—shouldn't I have?"

"Oh, it's all right if the machine does good work and stands up well, but as a general thing it is better when making such a purchase to get one of the well-advertised makes."

"Why?" asked the girl. "Are they really any better?"

"Well, not always, but frequently they are, because when a manufacturer starts to advertise his product he generally begins to *improve* it. He can plug along year after year making the same old model of a machine, giving little or no thought to improvement or refinement, but let him begin to advertise it and he begins to want to make this claim

Of this one thing you may be sure

The patrons of the Los Angeles stores that sell the goods you advertise are READERS of the LOS ANGELES EVENING HERALD.

You cannot attain 100% distribution in Los Angeles without using the Evening Herald. Circulation 137,707 daily.

Eastern Representatives

H. C. TROWBRIDGE
317 Fifth Avenue
New York

G. LOGAN PATNE
1233 Marquette Bldg.
Chicago

AMERICAN MOTORIST

LARGEST CIRCULATION
IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. 100% mail subscription—no newsstand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.
Member Audit Bureau of Circulations

A D V E R T I S E
WHERE YOUR GOODS ARE SOLD
We are Builders of SIGNS and IDEAS for Store Display
B & B SIGN CO. INC. - 341-347 FIFTH AVE. N.Y.

"GIBBONS Knows CANADA"

To profitably reach farmers ^{TALK WITH} Heegstra

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

The Hollenden Cleveland

EQUIPMENT, always up-to-date;
efficiency, always at a maximum;
courtesy, a working principle—
these are what make The Hollenden
a nationally known hotel.

And these are the things that bring
Hollenden guests back, again and again.

European plan, with bath,
\$2.00 and upwards.

help! help! help!



for overworked
editors of house
organs & trade
papers—special
& feature articles
on short notice

Chester A. Grover 1105 Dearborn St. Chicago
"Ask for Grover"

THE BROOKLYN DAILY EAGLE

Announces Increase
of Advertising Rates
on August 1st

The Only 3-
Cent Paper in
New York City

THE NEWSPAPER
OF SERVICE

and that claim, and so frequently he improves his machine so it will have the advantages he wants to claim for it. I've seldom known it to fail, in fact, that advertising soon begins to result in the improvement of the product ad—"

The revolving door swallowed the rest of the discussion, but the Schoolmaster deemed it a very pertinent lay-sermon on advertising.

* * *

"If a manufacturer would take boracic acid, put it in a simple box, simple design, two colors, simple name for the talcum, then advertise it with two words, 'It Soothes,' and keep on with that one slogan he would simply have to succeed."

Thus advises one of the best known Eastern newspapers on its business page. Its motive is good, and in gently criticizing the newspaper for the publication of such advice the Schoolmaster would not be understood as being opposed to the optimistic programme of keep-on-with-your-advertising. But in this day when, on one hand, we hear that advertising is not a mark of superior quality or service and, on the other hand, that advertising is often an economic waste, it seems unfortunate that any one in the ranks of advertising men should profess to believe that an article need not be of exceptional quality or distinctive character in order to succeed. Is it not just what the critics of advertising are looking for? Granting that in the past there has been much successful advertising of goods that were not of unusual quality or distinctive character, is it true that to-day one can take a staple product, give it a simple name, put it in a simple package of two colors, adopt a slogan and by continuous advertising be sure of success? The Schoolmaster doesn't believe that. He doesn't believe that advertising men generally would invest their own money in such an enterprise as the one described—doesn't believe that the newspaper writer himself would do so. It is no child's play to establish a successful market for the dis-

tinctive product. It is more than a man's job to establish a profitable demand for a product that is ordinary in character—that depends merely on a name or slogan and the repetition of such name or slogan.

An Analysis of Value

THE DALTON ADDING MACHINE CO.
CINCINNATI, O., July 29, 1918.

Editor PRINTERS' INK:

You and I know that in selling, the service of a commodity is what appeals to the buyer, not the commodity itself. One of the numerous ways in which PRINTERS' INK has served me and the concerns with whom I have been connected is a bit out of the ordinary.

In the training of assistants, developing men who had little or no advertising experience, I have advised that they subscribe, reading the little paper carefully as it appeared. It helps them to become students of the work of others and trains their minds along selling lines.

As I see your paper, it is successful because it is a clearing-house of actual sales experience; a magazine read by the keenest business men in America, selling itself by rendering a service so good that it has no competition.

R. R. CRONKHITE,
Advertising Manager.

CLASS

For class, trade & technical advertisers

Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a Year
417 South Dearborn St., Chicago
Sample Copy on Request

"Corn-Cured" Cubans

A big American Corn Cure factory has been selling its corn plasters to thousands of Cubans and Latin-Americans. If such an apparently insignificant thing as a corn plaster does such feats in Latin-America, why not your product?



THE BEERS ADV. AGENCY

401 Flatiron Bldg., N.Y., or Havana, Cuba. Est. 1906

CHARLES FRANCIS PRESS

is especially equipped to handle and expedite orders for high grade

Process Color House Organs

and kindred printing. Service—Best.

PRINTING CRAFTS BUILDING
EIGHTH AVENUE, 23rd to 24th Sts., NEW YORK

"Electrotypes—Quick?"

Then it's "Rapid Service" you want. We can fill your Electrotypes orders, Promptly—Efficiently—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotypes Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World


New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

play a different
tune on your
houseorgan
with
**Howell
Cuts**
write for proofs—
right now!



Charles E. Howell • 303 5th Ave. N.Y.C.

J.M.CAMPBELL

It may take me one, two or three months to work out an Advertising Plan for you. The plan may cost you one, two or three thousand dollars. What does that matter if you get The IDEA you are looking for?

Investigations, Plans and Copy for Advertisers

171 MADISON AVE., NEW YORK
Telephone Murray Hill 4394

More rated retail Department,
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.
A. B. C. Members

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, New York, Chicago
Indianapolis

Combination of Manufacturers to Boost Foreign Trade

A syndicate of forty-four manufacturers has formed a combination to develop foreign trade. The combine, whose domestic sales are said to amount to \$100,000,000 a year, will be known as the Allied Industries Corporation, and Alfred I. DuPont, of Wilmington, Del., will head it. Headquarters will be in the Grand Central Palace, New York, recently purchased by Mr. DuPont. The corporation will travel agents through Central and South America, Cuba, Porto Rico, Dominican Republic, the Philippines, and the Straits Settlements.

The combination was made possible through the Webb-Pomerene law signed recently by President Wilson, making it lawful for manufacturers to join together for the purpose of promoting foreign trade.

The Fish Monger's Explanation

Selling and advertising effort, when you are behind with your orders, is a preparation—a prudence—for the period when you are ahead with your orders.

The other day a fish monger went through the streets of a small New England town, blowing a horn and between blasts yelling "Scup and scrod!" "Scup and scrod!"—two well-known kinds of fish in that country.

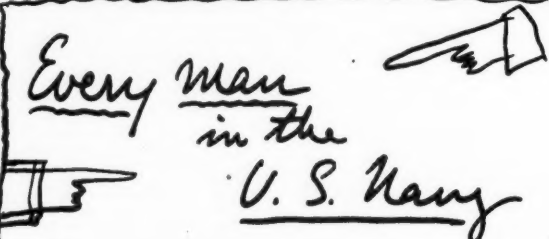
A woman came to a door and said: "Gimme some scup."

"Haven't got any scup," said the fish monger.

"Well, then," said the woman, "what are you yelling 'scup' for if you haven't got any scup?"

"Why," replied the fish monger, "I didn't want you to forget scup when I got scup!"—The David Gibson Co.

Every man
in the
U. S. Navy



is a regular reader of one of the
Scott & Scott Navy Magazines

SCOTT & SCOTT, Inc., 188 East 32nd St., New York 29 East Madison St., Chicago

Classified Advertisements

HELP WANTED

SOLICITOR—Unusual opportunity National organization. Something very different. Address or call General Sales Manager, John J. Horan, Union Bldg., 9 Clinton St., Newark, N. J.

A leading weekly technical paper wants a young woman to act as assistant make-up in its advertising department. Must be accurate, rapid and have had experience in handling engravings, art work and copy. Box 612, care Printers' Ink.

ARTIST—We have an opening for a capable young artist, good at pen-and-ink work, who will start at moderate salary. Excellent opportunity for advancement. Apply, with samples, Service Manager, Goldwyn Pictures Corp., 16 E. 42nd St., New York.

Roadman Wanted—Leading paper in the Southeast wants Roadman with record for producing circulation, who has worked on Southern papers. Permanent position, good pay, excellent chance for advancement to real producer. Address Roadman, Box 605, care of Printers' Ink.

K Y B

Know Your Business is a cardinal principle of this company—one of the largest of its kind in the world. We need in our Advertising Department a copyman who knows his business. We can offer him a good present and a better future. He must know layouts, be able to originate ideas, and to write practical sales talk around them. Write and sell us an interview with yourself. Mention age, experience, and last salary received. Address Box 597, care Printers' Ink.

A BIG JOB FOR A BIG MAN

SALES MANAGER—Big producer wanted as field sales manager on leading advertised line of metal-cutting ("hack") saws sold to factories and mill supply trade. Must have strong record proving he can sell big factories and handle and develop men. Entirely road work. Give record in detail. Address Box 599, care P. I.

Expert retoucher on fashion photographs. Knowledge of lettering, layout, plates and copy desirable. The right man can take charge of Art Department. Salary commensurate with ability. Write for appointment to show samples of work. Address "Women's Ready-to-Wear," box 610, care of P. I.

WANTED—Man or woman trained in printing-house advertising department or agency and capable of laying out and designing first-class advertising matter and getting it printed. State experience, present employment, references, salary expected, age and draft rating. Box 606, care of Printers' Ink.

CIRCULATION MANAGER

for well-known trade journal published in Chicago. State circulation experience or other work which will show qualifications. Give complete information in first letter. Experienced woman considered. Address J. A., care Printers' Ink, 833 Peoples Gas Building, Chicago.

Wanted—Mechanical rubber-goods copywriter. Splendid opening for first-class man. One with technical training preferred. Position is with national advertiser in flourishing manufacturing town. Send samples of your work with application. Address Box 602, care of P. I.

Advertising Solicitor Wanted

One of the best trade papers in the textile and women's apparel fields wants an advertising solicitor of proved ability.

Give particulars of experience, age and all other facts which may give us a line on your calibre.

Immediate connection desired.
Box No. 596, care Printers' Ink.

ADVERTISING CORRESPONDENT

Young man to take full charge of the advertising, business-getting correspondence and follow-up of an established growing business which has been built up through direct-by-mail advertising.

We want intelligence, energy and persistence, but above all we want a man with an unusual command of English, combined with the peculiar knack of writing a graceful attention-attracting business letter.

The business is in Boston.

Box 595, care PRINTERS' INK.

Wanted—Assistant in theatrical press department, young man not in the draft. Must be able to write and familiar with theatricals. College man preferred. State salary. Apply by letter care of Capehart Agency, Times Bldg.

Advertising Representatives Wanted

In Cleveland, Detroit, Chicago, St. Louis, Seattle, Portland, San Francisco, Los Angeles and New Orleans.

The only recognized French official publication printed in English in the U. S. A. offers permanent connection to solicitors able to reach executives of firms wishing to cultivate commercial relations. Reply promptly. Advt. Dept., The New France, Suite 625, 116 West 39th St., New York City.

ARTISTS:

Bring your samples. We are looking for artists of real ability and originality to handle special work for us. Illustrators, letterers, retouchers, fashion and decorative artists.

Call 9 to 5—any day.

THE A. M. SWEYD CO.
341 5th Ave. New York City

MANUFACTURER'S AGENTS WANTED

One of the largest manufacturers in the world, selling a high-grade, well-advertised, well-known fully-guaranteed hand cream-separator, for which there is a large demand, through dealers only, desires to make permanent connection on commission with an individual or company, who can and will cover any certain territory vigorously and persistently. This high-grade machine sells at a very attractive price and makes the dealer a very large margin of profit. The commission offered is very liberal and the amount of money to be made depends entirely upon the effort put forth, as there is a very large demand and sale for this article. There is no expense attached to the selling, as the manufacturers do their own billing and shipping, make their own collections. Commissions are due and payable promptly when the goods are shipped. The manufacturers will co-operate energetically with any individual or company who will undertake this proposition and handle it intelligently.

Give full particulars and specify territory and other lines carried, etc., in first letter.

SWEDISH SEPARATOR COMPANY,
515 So. Wells St., Chicago, Ill.

MISCELLANEOUS

Now, Paul the Poet, cuts much ice, His lines their subjects fit so nice, Stale prose his rhymes put on the blink, Write Paul today, care Printers' Ink.

When you think of Hardware Dealers think of the *Hardware Dealers' Magazine*. The open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

Ph. Morton

OCEAN TO OCEAN CINCINNATI

FOR SALE—HALF PRICE

Printsign, which makes attractive show and display cards, bulletins, window advertising strips, price cards, etc., economically and rapidly. Cost \$300; price \$150, delivered. A money-maker for the owner. H. B. F., 223 Arcade, Atlanta.

On account of changing equipment, we wish to dispose of the following printing presses: 1 Harris Printing Press, 16x20, No. 377, One Color; 1 Harris Printing Press, 11x12, E-1, No. 488, One Color; 1 Harris Printing Press, 16x20, P-1, No. 147, Two Color Auxiliary; 1 Falcon Printing Press, 10x15, No. 5180, One Color; 1 Falcon Printing Press, 10x15, No. 5181, One Color; 1 Falcon Printing Press, 10x15, No. 133, One Color. Box 607, care of Printers' Ink.

SACRIFICE OPPORTUNITY

Desiring to retire, publisher of splendid combination of four growing trade journals carrying this year in excess of \$250,000 cash advertising, will dispose of 90% interest for \$100,000; reasonable amount cash; balance any time if properly secured; excellent organization will remain if desired; verdant field; should clear \$50,000 annually under proper management. Only inquiries stating amount of cash and nature of security offered will be considered; this is a rare one; speak quick. Address Box 598, Money-maker, care of PRINTERS' INK.

Electros 1c

A Square Inch—Minimum 7 cents. Shipped to newspapers or dealers from your list or in bulk. Expressage prepaid on bulk shipments exceeding \$10.00

No order too large or too small

GENERAL PLATE CO. TERRE HAUTE INDIANA

For Sale—Print Shop, price \$1,100 cash. Nice location, moderate rent. Reason for selling—draft expected. Detailed list ready. Ed. E. Parker, 2504 Brownsville Road, Pittsburgh, Pa.

POSITIONS WANTED

SPACE SALESMAN, who can interest advertisers, seeks "live publication"—commission only. What's your proposition? F. J. Meyer, 3317 South 18th St., St. Louis, Mo.

Advertising Salesman-Manager having had many years on general and trade publications is open for good connection. Eastern territory. Age 40. Best references. Box 609, P. I.

Secretary-Stenographer: executive ability, many years of experience; knowledge of advertising business; competent; conscientious; Christian; desires position with reliable firm. Box 611, care of P. I.

Advertising Woman is open for position as advertising manager or with agency; 10 years' advertising and merchandising experience; 5 years advertising manager of concern spending \$200,000 yearly. Agency experience. Has been counsel for some of best-known accounts. Box 600, P. I.

Philadelphians

By answering this advertisement some Philadelphia Merchant, Manufacturer or Publisher will learn why he can now secure a very successful advertising man of broad experience at a very reasonable salary. Box 604, care of Printers' Ink.

Will represent one more trade or class journal in the East. Commission and \$15 weekly expenses. Seasoned business-getter with good references. New York Office. Box 603, care of Printers' Ink.

COPY AND LAYOUT MAN

has analyzed, planned, written a large number of complete campaigns, including house organs and dealer literature, for wide range of technical and general industries; a versatile writer of forceful English; N. Y. advertising agency experience. Box 608, care Printers' Ink.

Position wanted by young man who understands modern business problems. Will consider any proposition where ability, effort and hard work will be rewarded. Splendid business training; student of Alexander Hamilton Institute; at present employed as assistant secretary in bank. Exempt from draft. Address Box 601, Printers' Ink.

Are You Interested in California?

This advertisement is intended to reach publishers of trade and technical papers who wish to reach the markets of the Pacific Coast and the Orient. It is planned to represent five papers who are not now seeking business there. The advertiser has had fifteen years' experience in advertising of this kind, about ten of it on the Pacific Coast. Full particulars on request.

L. A. G.
429 Staten Avenue
Oakland, Cal.

IN LIQUIDATION

THE TROW PRESS, NEW YORK CITY

the oldest and one of the largest and most complete printing plants in America . . . offers its entire equipment of

Miehle Presses, Seybold Cutters, Dexter Folders, Mergenthaler Linotypes, Lanston Monotypes, Stitching Machines, Hoe, Goss & Cottrell Rotary Presses, Machine Shop Tools, Electric Motors, Type, Ink, Paper and Office Furniture.

All of this equipment is high class and made by standard American manufacturers. The printing plant machinery aggregates in value over \$1,000,000, located in two factories—Twelfth Street and Third Avenue, New York City; and Kent Avenue and Hewes Street, Brooklyn. Purchasers may call or address Twelfth Street and Third Avenue plant, New York City.

JOHN ROBERTS, The Trow Press,
Twelfth Street and Third Avenue, New York City.

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